

# **Branding Guidelines for Tramigo Ltd New Product T23 in Vietnamese Market**

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<p>This thesis was written to support the launch of Tramigo's new T23 tracker and the company's intention to marketing the product in Vietnam. This paper provides information and analysis of Tramigo as a company and as a brand. It also suggests guidelines to brand the new T23 tracking device in Vietnamese market. The research aims at a better understanding of the case company, the Vietnamese market and suitable branding elements. Both primary and secondary research was conducted in order to gather suitable data for the brand guidelines. The results of this research are beneficial for Tramigo as well as its partners in Vietnam.</p> <p>The study illustrated that Vietnam is a potential market for Tramigo, with a large number of vehicles and brand-oriented customers. Although there are some direct competitors in Vietnam, Tramigo's innovative product excels, due to its Finnish origin, premium service and free supporting software. It is vital to differentiate the Tramigo brand via both online and offline branding channels. Conducting a Corporate Social Responsibility program is another distinctive way to promote the brand. Regardless of the channel utilized, a consistent Tramigo brand image and brand message highlighting high Finnish quality, innovativeness and smartness should be communicated. Further research is encouraged to deliver more suggestions and creative ideas for Tramigo branding channels in Vietnam.</p>	
<b>Keywords</b> Tramigo, Tracking Device, Branding guidelines, Branding strategy, Vietnam	

## Table of contents

1	Introduction.....	1
1.1	Purpose and background of the thesis .....	1
1.2	Research problem and investigative questions.....	1
1.3	Scope of the thesis and research .....	2
1.4	Case company Tramigo Ltd and tracker T23.....	3
2	Theory framework .....	4
2.1	Key concepts.....	4
2.2	Background on Asian branding.....	5
2.3	Brand building process .....	6
2.4	Applying brand building process to Tramigo.....	10
3	Methods.....	13
3.1	Research design .....	13
3.2	Research implementation .....	15
4	Branding guideline .....	19
4.1	Target market analysis .....	19
4.1.1	Laws and regulations.....	19
4.1.2	Potential market.....	21
4.1.3	Competitors analysis .....	21
4.2	Target customer analysis .....	23
4.2.1	B-to-C customer group.....	23
4.2.2	B-to-B customer group.....	25
4.3	Tramigo brand insight .....	28
4.3.1	Company insight.....	28
4.3.2	Brand insight .....	32
4.3.3	Brand message in Vietnam.....	34
4.4	Brand channels .....	36
4.4.1	Brand name selection, logo, slogan.....	36
4.4.2	Branding Online .....	37
4.4.3	Branding Offline.....	47
4.4.4	Branding via CSR .....	49

5 Discussion & conclusion.....	51
5.1 Key findings .....	51
5.2 Validity and reliability .....	56
5.3 Suggestions for further research.....	57
5.4 Reflection on professional development .....	58
References .....	59
Attachments .....	62
Attachment 1: Brochure of Tramigo T23 in Vietnamese.....	62
Attachment 2: Google AdWords for keyword “Thiet bi dinh vi GPS” .....	64
Attachment 3: Google AdWords for keyword “Giam sat hanh trinh” .....	65
Attachment 4: Vietnamese translation of key statements.....	66
Attachment 5: Technical data of T23 tracker.....	67
Attachment 6: Legal regulations about tracking device in Vietnam.....	68

# **1 Introduction**

Branding guideline is not a new topic, however it is something has never been created before for the case company, Tramigo Ltd. The thesis, therefore, begins with the explanation why this study needs to be done for Tramigo and why it should be done at this specific time. Deriving from that background information, the main research problem and investigative questions are developed. The scope of the study and research are discussed after that. This first chapter ends with brief introduction of the case company, Tramigo Ltd.

## **1.1 Purpose and background of the thesis**

On a global scale, Tramigo Ltd has not focused much on branding. Due to the fact that there are currently many competitors providing tracking solution, establishing a strong brand will help Tramigo compete more effectively against those competitors. In July 2013, the company launched a new tracking device named T23 and marketing this product all over the world (Tramigo 2013a). This incident suggests the need to study Tramigo brand and develop a concrete branding guideline to better promote the new tracker. Regarding personal preference, branding is my favorable topic and I am pursuing a career as a brand manager. Therefore, writing the thesis about branding will not only inspire me but also be beneficial for my professional development. Deriving from personal preferences and the practical benefits for Tramigo Ltd, the thesis topic was established as “Branding guidelines for Tramigo New Product T23 in Vietnamese Market”. The reason why Vietnam was chosen as the target market will be given in the scope section.

## **1.2 Research problem and investigative questions**

As introduced above, the thesis topic is “Branding guidelines for Tramigo Ltd New Product T23 in Vietnamese Market”. A research will be conducted to provide relevant and valuable information for the thesis. The research problem is developed as “How to effectively brand Tramigo’s new product T23 in Vietnam?” Three investigative questions (IQ) are used to answer this research problem.

- **IQ1:** What is the business environment and culture in Vietnam that may affect the sales of T23?
- **IQ2:** How to describe Tramigo as a brand and what is the key message to promote in Vietnam?
- **IQ3:** What are the channels and how to use them to communicate the brand message to potential clients?

These questions will provide the themes for data analysis and demonstrating the branding guidelines. The first investigative question aims at understanding Vietnamese market in order to develop a suitable strategy for local customers. For that reason, target customer in Vietnam will also be analyzed. After understanding the new market, knowledge about the internal capacity, wishes and plans of the case company is essential. This information is given by answering IQ2. Combining the knowledge of local market and the case company, the suitable channels will be selected in IQ3. In addition, IQ3 also finds the ways to effectively utilize those channels for effectively branding Tramigo new tracker in Vietnam.

### **1.3 Scope of the thesis and research**

Due to the limitation of a BBA thesis, this paper cannot address in deep all the branding related matters. The thesis, thus, selects and analyzes the most important factors for the case company's benefit. As stated in the thesis topic, this brand guideline is designed particularly for Vietnamese market. Because Tramigo's presence in Asian countries is limited, building a brand strategy in Vietnam can serve as a model to promote Tramigo brand in other similar Asian markets. Additionally, as I am from Vietnam, my local network and knowledge about local market would provide deeper insight about the target market. Regarding the research, both primary and secondary data will be gathered, which cover information about Tramigo Ltd, the new product T23, branding theories, Asian & Vietnamese business environment. As branding is a broad topic, the thesis will cover only the most important and relevant theories which would support this particular branding guideline.

#### **1.4 Case company Tramigo Ltd and tracker T23**

Tramigo Ltd is a world leader in tracking industry with the headquarters in Espoo, Finland. The company manufactures and distributes tracking devices for cars, motorbikes, boats, fleets and personal security. Tramigo was established in 2002 and their products are sold in 120 countries. Tramigo focuses on emerging markets in Africa, Latin America and Asia. With more than 50 employees, the company has branches worldwide, for example design and technical teams in Manila, Philippines; African sales in Nigeria, Kenya; logistics centers in Dubai and Singapore. (Tramigo 2013b.)

Tramigo wants to become the first global consumer brand of tracking device and enhances its global presence in more markets. Innovation, increasing end-user satisfaction and partner's profitability are the business principles of Tramigo. (Tramigo 2013b.)

T23 is the new tracker generation of Tramigo. This device communicates via a sim card, put inside it. When installed in the car, the tracker can provide user current location of the vehicle and many other functions. The common features are speed report, fuel consumption report, ignition alarm or ability to remotely disable the car engine in case of theft.

## 2 Theory framework

This chapter introduces the main branding concepts that support this thesis. A brief section on Asian branding will give an overall picture of the current branding trend in Asian countries and how it differs from the other parts of the world. The key task of this chapter is providing the theories and models used to build the framework for Tramigo branding guidelines.

### 2.1 Key concepts

Branding is a fascinating field with many concepts worth discussing in depth. However, three key terms are selected to present here as they strongly support this thesis. These key terms are Brand, Brand message and Branding strategy. These terms are defined by many famous authors from different perspectives. Kotler, Armstrong, Sauder & Wong (1999) provide general definition about branding as one of the principles of marketing for beginner. David Aaker (2010), on the other hand, analyses brand in a deeper level and focuses on branding strategy. Another new author is Martin Lindstrom (2005) who explains how companies nowadays use brand to brainwash consumer and to sell their products better. These diversified views are consulted and included somehow throughout the thesis. The definitions for the three key terms, however, are quoted from American Marketing Association (2013) and Mohr, Sengupta & Slater (2010) because those definitions suit and support my thesis the best.

Brand was chosen as key concept because understanding the definition and scope of a brand provides clear goal of what the strategy needs to cover and develop. As defined by American Marketing Association (2013), brand is a “name, term, design, symbol, or any other feature that identifies one seller's good or service as distinct from those of other sellers”. I believe brand is also the combination of those elements to maximize the promoting effect and stick to customer's mind.

It is important to discuss brand message because the message content will influence the choices in branding strategy especially in communication channels. For example if the brand message is providing luxurious products, promoting should not use cheap



low quality brochure. Brand message is “creative messaging that presents and maintains a consistent corporate image across all media channels, including search” (American Marketing Association 2013). The brand message has to be clear and simple so that every client can understand and remember. In addition, when promoting the brand, the message has to be the same via all different communication channels.

Brand strategy “refers to specific activities that a firm undertakes in its strategic brand management program, with the objective of creating awareness and prominence in its market”. The important decisions in brand strategy are: choice of brand elements (logos, symbols, slogans), the usage experience (marketing activities and supporting programs that create strong favorable, and unique association for the brand) and association with other entities (e.g. country of origin, co-branding, sponsor of events). (Mohr, Sengupta & Slater 2010, 406.)

## **2.2 Background on Asian branding**

Asia is becoming the future world market with the density of fast developing economies such as Japan, China, South Korea or Taiwan. Despite the fact that there are a large number of big Asian corporates, there are not so many great Asian brands. Asian consumers are not an obstacle because they are willing to pay a premium for products of Apple, BMW or Omega (Baladi (2011, I). The main problem, according to Baladi (2011, I) is the inability or unwillingness of brand-owners to adapt to new customer landscape which demands creativity and innovativeness. The internal cause hindering the brand development is the company’s CEO, who often thinks of branding as an expensive cost rather than an investment. In addition, as brand is something intangible and it takes long time to see result from a strong brand, Asian CEOs are reluctant to develop a brand, but rather concentrate on making money for the time being. (Baladi 2011, 28-29.) From external environment, Asian advertising agencies have little experience with brand building, therefore, they lack capability of convincing companies to invest in branding or creating a viral branding campaign (Baladi 2011, 45-46). This situation in Asian markets suggests that Tramigo should invest in branding in order to provide clients superior emotional attached to Tramigo products, which as a result, will defeat other competitors.

### 2.3 Brand building process

Brand is a vital part of every company which relates closely to the company values and strategy. There are many different models to build a successful brand.

Aaker (2010, 79), for example, proposes Brand Identity Planning Model. This theory framework goes deeply into analyzing different elements affecting brand, such as customer, competitor or the company itself. It also studies the brand at various aspects, like products, organization, person or symbol. In addition, Aaker's model is a long process of analysis, planning, execution and tracking the branding result.

While covering some issues mentioned by Aaker, Baladi (2011) takes a more general and business oriented approach to develop a brand. Baladi believes that "goals and business strategy provide context and direction for the vital brand development process" (2011, 89). He created a flowchart demonstrating these interrelated issues, which I believe is suitable as theoretical framework for my thesis. That is the Business and Branding Flowchart (Baladi 2011, 88).

In addition, some concepts and theories are taken from Kotler, Amstrong, Sauder & Wong (1999) and Mohr, Sengupt & Slater (2010) in order to support Baladi's flowchart. All these theoretical sources are combined in my thesis. The brand building process in theory is explained below.

Firstly, the Business and Branding Flowchart of Baladi is briefly introduced. There are ten phrases in this flowchart, starting from inside the company with the core business value and ending at external communication of sending the brand message to clients. Three first phrases of defining company's core business, business goals and business strategy represent the internal development process of the company. Core business is the main product or service that company provides, also the reason why the company exists. All other extended products need to be considered their influence to this core business. Business goals need to be clear, well communicated to all stakeholders and focus on long term. Business strategy is the actions and tactics to reach business goals. While business goals are fixed, business

strategies can be flexible to adapt to different situations of the market. These three important issues have to be discussed and agreed by senior management team and lead by CEO. (Baladi 2011, 89.)

After these critical matters have been set, the company is ready to initiate branding process. The branding process includes decisions about brand positioning, brand strategy and brand promise. Brand positioning is an important phrase including the establishment and development of brand blueprint. As defined by Baladi (2011, 70-72), the brand blueprints consist of seven important elements: brand values, brand personalities, core attributes, core benefits, mission statement, vision statement and positioning statement.

In comparison, Kotler (1999, 571) considers four of these elements as the different meaning levels of a brand, namely brand attributes, benefits, values and personalities. Kotler's way of thinking was chosen because mission, vision and positioning statement are related more to the business strategy. Therefore, in my branding guidelines, mission & vision are discussed in sub-chapter about Tramigo company and brand attributes, benefits, values and personality are analyzed in sub-chapter of Tramigo brand insights. Definition and analysis of brand values, attributes, benefits and personality can be found the next sub-chapter of applying the brand building process to Tramigo.

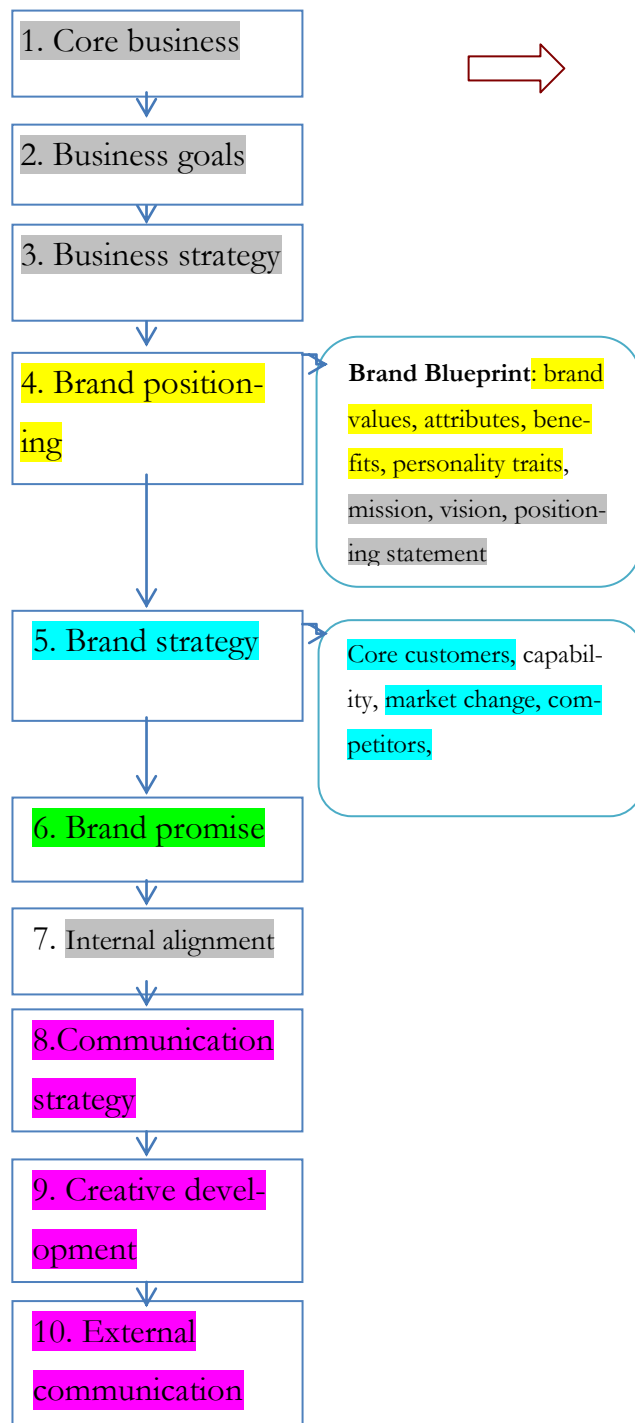
When the internal development of business foundation and branding process are completed, the next step is checking internal alignment. The aim of this critical step is ensuring that all the choices made support each other to achieve the same goal. (Baladi 2011, 90.)

After affirming that its internal strategies and operation unite, the company can start to communicate its message with external parties. Therefore, the next phases in the flowchart are communication strategy, creative development and external communication. These actions consist of decisions concerning advertising, promotion, PR and employee behavior. (Baladi 2011, 90.) As communication strategy is a big topic, this thesis will only analyze and suggest some creative ideas and channels that Tramigo Ltd can use to promote its brand.

This flowchart, in my opinion, can also be a circle because it's a continuous process of first looking at company strategy then creating, developing, and communicating the brand, after that checking if the brand and brand image match company core value and strategy. In case there are conflicts between brand strategy and business strategy, the brand needs to be studied and developed again using this process.

The followed graph demonstrates the source and link between my thesis structure and the theories.

## The Business and Branding Flowchart (Baladi 2011, 88)



## Tramigo Branding guidelines in Vietnam

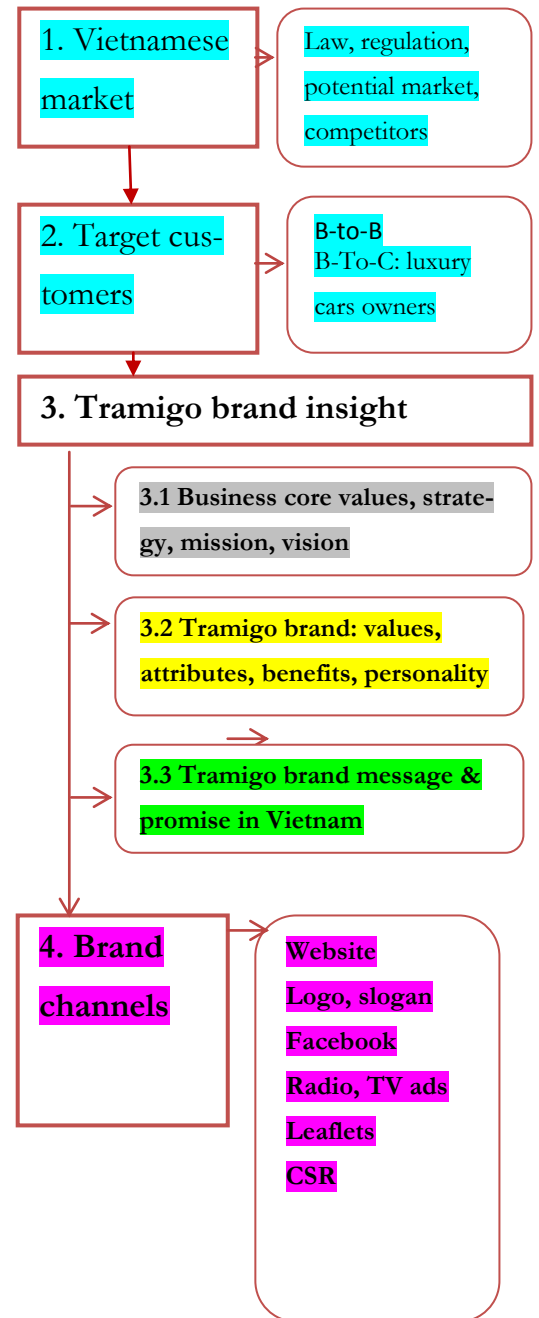


Figure 1: Theoretical framework

## 2.4 Applying brand building process to Tramigo

As explained above, the thesis structure is derived from Baladi's flowchart. The same colors are shared between Baladi's flowchart and my thesis structure. The colors are meant to clarify the sources of each step in my thesis structure. The order of the steps in my thesis does not follow the same order as created by Baladi. As shown in the graph, my branding guidelines for Tramigo starts with Vietnamese market and its business practices. I chose to start by analyzing local market as it is essential to understand new market and target clients before making entry to any new country. These external forces considerably affect company general strategy and branding strategy, which therefore require sufficient consideration. These issues are covered in Baladi's flowchart as step 5: Brand strategy, discussing about market changes, core customers, capabilities and competitors. One of the first market changes when Tramigo Ltd enters Vietnamese market is the different law and regulation regarding tracking devices. Thus, this sub-chapter studies and provides the most relevant legal requirements to make sure that Tramigo products can be sold in Vietnam. As the size of potential customer is another significant matter, the statistics and examples of potential markets will also be discussed. Moreover, competitor directly affect the differentiation strategy of Tramigo brand, therefore, current big competitors in Vietnamese market will be analyzed. After those main issues have been studied, this sub-chapter will end with some important notes about Vietnamese culture and buying habit that can affect Tramio product.

Target customer is a small element under Baladi's flowchart. However, it is paid special attention in my thesis as this is an important matter. When discussing the target market, I will provide information and sources of potential clients in Vietnam. The potential customers are divided into B-to-C and B-to-B clients due to the fact that each of these types requires different tactics to attract.

Tramigo brand insight is the second most important part in the thesis. Firstly, I will take a deep look into Tramigo Ltd and analyze their core business values, strategy, mission and vision. This chapter covers the first three steps and a part of step four in Baladi's flowchart. I will combine both information from Tramigo website and answers from interviews with Tramigo managers to have a better view of its strategy, values, mission & vision in practice.

In addition, these elements will be discussed how they should be applied and communicated in Vietnamese market.

After understanding the new market context and internal plan of the company, I will analyze Tramigo as a brand. Applying theories, interviews result and my knowledge during working time in Tramigo, I will clarify the core values, benefits, attributes and personality of the brand Tramigo. This part corresponds to phase Brand positioning in Baladi's flowchart and it is classified by Kotler as the four meaning levels of brand (Kotler 1999, 571).

Brand values are the core things that a company really believes in (Baladi 2011, 70) and also say something about the buyer's values (Kotler 1999, 571). These values often related to emotional dimensions and can motivate employee as well as attract customer. Brand attributes to a company are described by Baladi (2011, 71) as clothes to a person. As clothes make people more beautiful, the attributes make the brand more appealing to a client, which can considerably affect buying decision. However, "customers do not buy attributes, they buy benefits" (Kotler 1999, 571). Thus, the brand has to offer client functional or emotional benefits. Supporting Kotler's statement, Baladi also affirms that brand benefits are those compelling to customers, making the brand unique and desirable (Baladi 2011, 71). In this part, I will analyze the features of Tramigo product that can be considered as core benefits for Vietnamese clients. A characteristic of a product may not be a core benefit in one market but may become the core competitive point in other market. For instance, "made in Finland" may not be a significantly competitive advantage in Finnish market, but in Vietnamese market where Chinese products are dominating, a product from Europe is extremely appealing. Similarly to brand attributes, brand personalities make the brand more desirable to customer if they find the brand personalities reflect their characteristics or have the traits that they want to have.

After mastering all meaning levels of Tramigo brand, a specific Tramigo brand message and promise for Vietnamese market will be developed. In Baladi's flowchart, this phrase is called Brand promise.

The most important branding phase of this thesis is Brand channels, which consists of creative ideas to promote Tramigo brand and the new product in Vietnam. These choices of brand channels are similar to Baladi's last phases about communication strategy, creative development and external communication. Due to the limits of Bachelor thesis, it is not possible to go into all aspects of brand communication, only basic channels such as website, Facebook, brand name, logo, slogan and ads are considered. In addition to Baladi's ideas, the background for these suggestions comes from Mohr, Sengupt & Slater (2010). This section considers various and relevant tools to promote the Tramigo product, such as manuals, media advertising, display ads, search ads or website design.

As a development suggestion, the thesis considers conducting Corporate Social Responsibility (CSR) activities. CSR is currently not a concern of company as well as Vietnamese society, where living standard is average and companies compete by cutting cost and offering low price. However, I believe that being a pioneering company from a highly developed country, Tramigo can effectively promote CSR practices in Vietnam. Mohr, Sengupt & Slater (2010, 411) also confirm that CSR can be used "strategically to help create positive brand associations in key target markets and provide an edge to the company in differentiating itself from competitors." Furthermore, despite the extra cost, good CSR practices can gain press attention and often free advertising or viral marketing effect.



### 3 Methods

This chapter introduces the research design and describes how the research was actually implemented. Additionally, the reasons behind the decisions made are also discussed.

#### 3.1 Research design

The research plan can be seen in the following graph:

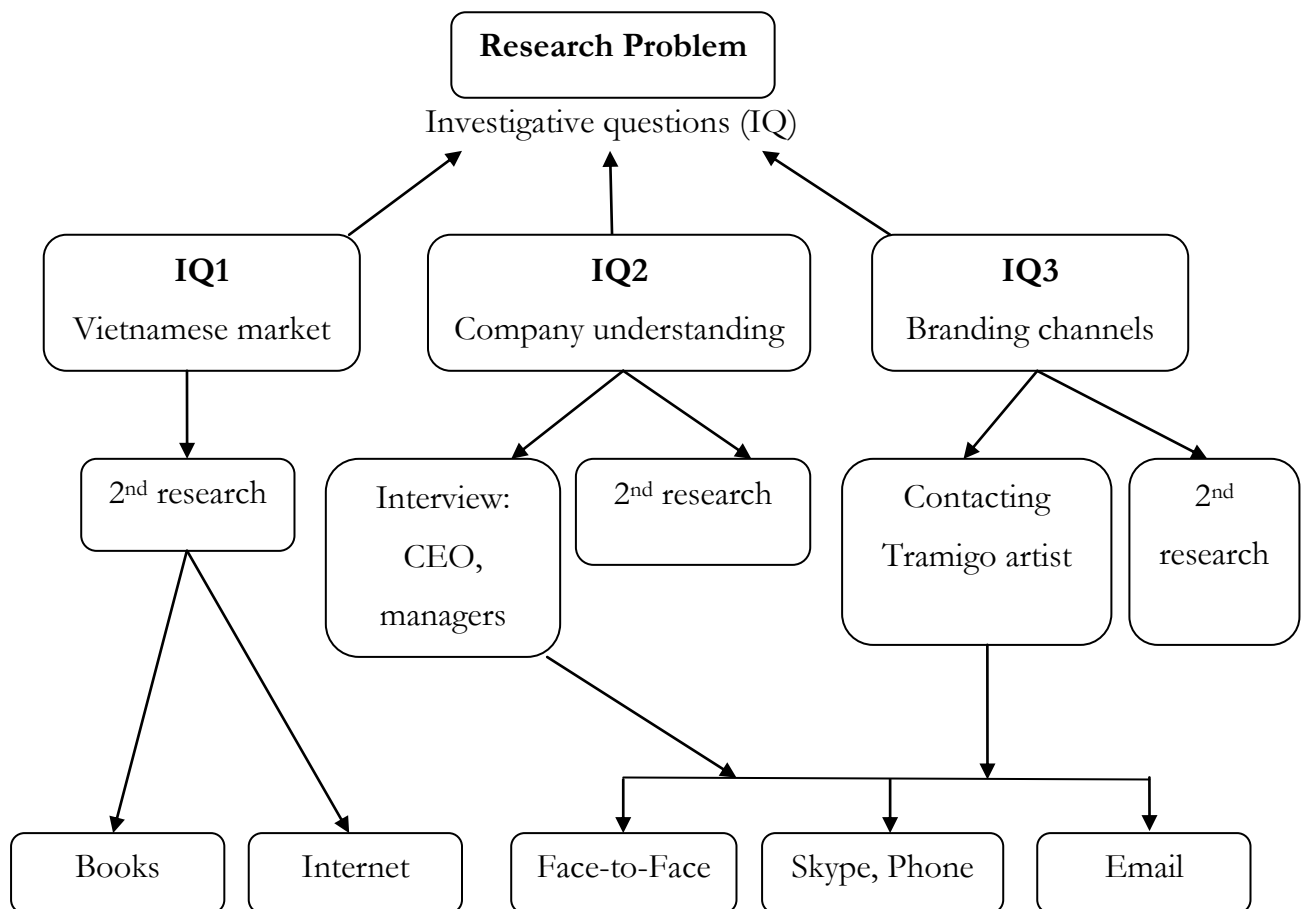


Figure 2: Research design

Both primary and secondary research is conducted in order to collect the most suitable data. The main sources for secondary research are relevant books, articles and information on the Internet. Interview is chosen as the main method for primary research due to a number of reasons. Unrestricted comment and opinions are easily shared by interviewees during the conversation. This method also helps researcher understand

various dimensions of the opinions and reasons behind them. Moreover, many ideas about new concepts, design, advertising and promotional message are often raised from interviews. (Burns & Bush 2010, 249.) For those reasons, interview is used in IQ2 with the aim of discovering how different people in Tramigo understand their own company and brand. Their opinions will suggest how Tramigo brand should be promoted in Vietnam. For IQ3, I will contact Tramigo artist in Manila to collect suitable design materials such as logo, product images or customer images. Using these same designs ensures that Tramigo brand image is kept consistently in Vietnamese market. These interviews are conducted face to face, via Skype or phone, depending on the preferences of each interviewee. The interviews are structured with a short list of pre-set questions. Number of questions used for each interviewee is chosen according to their job description. Email is used in case the interviewees are too busy to schedule a face to face interview, on a business trip or in a different time zone. However, this method is not preferred as it has slow response and could be uncomfortable for the interviewee to read email and type the answers.

The result from IQ1 will be used to write about Vietnamese market culture and business habit. The aim of this research is finding the legislation regulation regarding using and selling tracking device in Vietnam, statistic of car users, current competitors. IQ1 also aims to provide information about target customers in Vietnam. Secondary research via Internet will be used to study the number, common characteristic and giving examples of the different customer groups such as private car user, car showrooms or fleet companies.

In order to answer IQ2, primary research is needed. Answers from IQ2 are used to analyze Tramigo brand insight. To study the brand levels of Tramigo as well as the needs and intentions from within the company, interviews with managers will be carried out. The potential interviewees who are suitable to answer the questions are: sales manager in charge of Asian market, general manager and senior partner who is specialized in Marketing and branding for Tramigo.

IQ3 is mostly based on creative work by the thesis author. Ideas and suggestions are also collected from Internet sources. Some design materials such as Tramigo logo or product pictures are provided by Tramigo artist team in Manila office.

### **3.2 Research implementation**

Below is the discussion of how data was gathered for each IQ. The reasons behind the choices are also explained.

IQ1 aims at picturing Vietnamese market and the relevant issues that may directly affect branding decisions of Tramigo Ltd. The researched issues are law and regulation; statistics of target market and big competitors. To find these data, Google was utilized as it is the most popular search engine, which provides various sources of information. The key words used in Google search were in Vietnamese. The words can be translated into English as follows “regulation regarding tracking device” or “law about selling vehicle tracker”. Information is taken only from the trustworthy and official law sources, such as the website of Ministry of Justice, Ministry of Transport or Online Vietnamese Law Library. These regulations are not available in English. Therefore after selecting the most important and relevant issues, I will add the full regulation to attachment 6.

Researching statistics of the target market is also conducted via Google. For private customer, statistic about current number of cars in Vietnam was taken from the official site of Vietnam Register Department, which is the government unit in charge of controlling quantity and quality of all vehicles. In terms of B-to-B customers, the research tried to find the list of the biggest and potential partners for Tramigo in Vietnam and divided them into different customer groups. These groups are: 1) big Taxi Company, 2) Transportation Company and 3) Network Operators. Both my own knowledge of Vietnamese market and the top results popped up in Google search were used when selecting the potential partners. The top Google results indicate that those companies are highly relevant to the searched key words or doing a professional job in promoting themselves.

Google is used to search for competitors as Google AdWords is the main powerful marketing channel that Tramigo is using to promote the brand in many markets. Different key words in Vietnamese were used to search for current competitors in Vietnam. The keywords used were “GPS tracker”, “car tracking device”, “motor tracking device” and “trip tracking equipment”. These keywords are the most relevant to the product that Tramigo is offering. In addition, these keywords are currently used by Tramigo for Google AdWords campaign in other markets. The results from Google often change by time which means that the top results for the same keywords can be different at different searching time. Aware of that fact, I searched for the four mentioned key words at the same time, selected the top three companies from each key word, eliminated the doubles and had the final list of three popular competitors. These competitors will be analyzed deeper later in branding guidelines.

IQ2 looked at the case company internally and study how Tramigo employees understand its business strategy, mission, vision or brand values. Secondary research by gathering information from Tramigo website was used first. The company’s strategy, mission, vision as well as values were stated on the website. These are the visible promoting promises Tramigo makes with the clients. In order to understand the company better from the internal perspective, five interviews were conducted with Tramigo employees working at different levels. These interviewees are senior partner, general manager, Asian sales manager, Manila office manager and Finland office assistant. These were structured interviews with pre-set questions, which were considerably similar with minor changes to suit each interviewee.

The first interviewee was Mr. Markus Vajanne, who is the senior partner and co-founder of Tramigo. Being the founder as well as the main responsible person of Marketing and branding activities, Mr. Vajanne has thorough knowledge of his own company from the top level. In addition, he has a Master degrees in Marketing, which provided him deep understanding about marketing and branding. Face to face interview was used with four questions: what is Tramigo business strategy?; Tramigo mission and vision?; How would you describe Tramigo brand? What is Tramigo branding strategy

like in different markets? The answers given by Mr. Vajanne were very detailed and satisfying as the discussed topics were his main responsibilities.

The second interviewee was Mr. Tuomas Tallgren, general manager of Tramigo Ltd. He was chosen because he is in a managerial position as an employee. Mr. Tallgren may provide a different view of the company. Face to face interview was conducted with the same questions as were for the senior partner. The responses were reasonably satisfying with many similarities and slight differences from the first interview. The reasons for these differences in answering the same questions may derive from job description and background of the general manager. Mr. Tallgren is a lawyer and managing everyday operation. Therefore, he may not have enough time to go deep into marketing and branding issues.

The third interview was with Mr. Simon Prosser, Tramigo's Asian sales manager. Directly communicating with clients, his view may be influenced by customer perspective. At the same time, he has good knowledge of the company in order to promote the company to the clients. Moreover, the Asian sales manager used to work in Vietnam and is currently dealing with Asian customers, which provides him deep understanding and experience with Vietnamese market. I chose email in the beginning to interview Mr. Prosser as he usually travels and it is therefore difficult to schedule a meeting. However, he found typing answer to these types of discussion questions uncomfortable and take much time. In the end, we agreed on an interview via phone, which took around fifteen minutes. Four pre-set interview questions were altered a little to explore more information about Tramigo brand and Asian clients. The information given by him was different, interesting and it brought new points of view to promoting the Tramigo brand in Asia.

Tramigo's office manager in Manila, Mrs. Nette Rabago, was the next interviewee. She was willing to join the interview. However, when she knew the questions were about business strategy and branding, she refused to answer. The reason provided was that she was working with office tasks and had no ideas about business strategy or branding. She suggested that these questions should be answered by sales managers. Even

though no opinion was collected from the Manila office manager, this reaction suggests a fact about Tramigo Ltd. Important statements and values such as business strategy, mission and vision may not be communicated well within the company. It brings up the need to clearly state and communicate these values when introducing Tramigo brand in Vietnam.

The last interview was conducted face to face with Mr. Robin Karlson, office assistant in Finland office. Mr. Karlson had only been working for Tramigo for several months, thus, only two most important and relevant questions were asked. These questions covered Tramigo business strategy and Tramigo brand image. Contrary to the Manila office manager, the Finnish office assistant was willing to answer issues relating to business strategy and brand. Reasons for this different reaction could derive from his background in Marketing and working with top managers in Tramigo headquarters. His answer about business strategy was not so clear and not consistent with Tramigo strategy stated on the website. However, his opinions about Tramigo brand were similar to other interviewees.

Research about popular communication channels in Vietnam was done in IQ3. Internet and Google were used as the main sources. The researched data covered the most common online and offline channels, ideas to design website/Facebook and Corporate Social Responsibility trend in Vietnam. In addition, I contacted Tramigo artist in Manila to collect designs or images that currently used in Tramigo marketing materials. Communication was taken place mainly in Skype, which is easy to send the materials. This was a good source as most of the designs I used were provided by this artist.

## **4 Branding guideline**

This chapter presents the results from my research together with my creative ideas for building Tramigo brand in Vietnamese market. For the case company or other partners in Vietnam, this chapter is highly recommended to be studied carefully. It provides detailed actions to marketing Tramigo's product in Vietnam. Relevant issues about business practices in Vietnamese market will be analyzed in the beginning. Target customers divided into B-to-C and B-to-B groups will be presented after that. A deeper study about Tramigo as a company and as a brand will suggest the most important messages which should be delivered in Vietnam. This chapter ends with providing the effective channels and notes when delivering those brand messages.

### **4.1 Target market analysis**

Before marketing any new product to a new market, knowledge about local market is essential. Therefore, I will present the most relevant and essential considerations for Tramigo when entering Vietnamese market. These considerations cover legal regulation, size of potential market and competitor analysis.

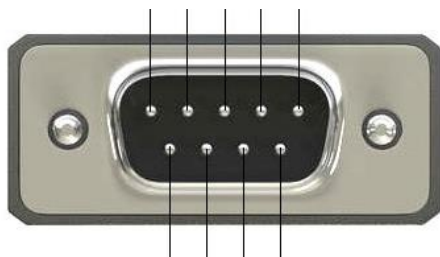
#### **4.1.1 Laws and regulations**

Based on research of legal sources concerning selling and marketing a tracking device in Vietnam, the most important regulations are selected to present here.

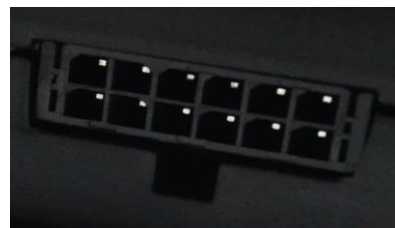
Technical requirements of the product are the first issues that need to be carefully considered. Only by satisfying these requirements, Tramigo products can be imported and marketed legally in Vietnam. The detailed "National technical regulation on automobile tachograph", regulation code QCVN 31 : 2011/BGTVT (thuvienphapluat 2011) can be found in attachment 6. After comparing this legal paper with technical document of Tramigo T23 product (Attachment 5), T23 appears to qualify almost all technical requirements.

There are some technical requirements for T23 that need to be developed or reviewed. Door sensor is now an optional extra option of T23 in global market, however in Vietnam, this is the compulsory feature required in tracking device. T23 needs providing information about how many times and for how long vehicle doors were opened or closed.

Another feature needs to be changed is the Input/output connector. Tracking device in Vietnam needs to have at least one connector according to the standard RS 232 (DB9-Male, DTE), with 9 pins, while T23 current connector is with 12 pins.



Standard RS 232 (DB9-Male, DTE)  
(US Converters 2013)



Tramigo T23 IO port

Moreover, this connector has to enable direct connectivity to portable printer and allow print or copy the data from the tracking device. Data taken from tracking device has to be according to ASCII standard, which is raw data in Vietnamese without diacritic marks.

In terms of software, the system language has to be in both English and Vietnamese. Concerning data input, the tracking device has to save default data input, which means the data from the first time the device is registered to a specific car and driver. After that, the device needs to keep log of location and date when this data is changed. The compulsory initial data includes: VIN code, which is identification number and license plate numbers of the vehicle; driver name and driving license number; IMEI number of tracking device and latest firmware update date. This information has to be attached to every report taken from the tracking device. In addition, this default information can only be accessed, but not changed by data analysis software.



#### **4.1.2 Potential market**

Main market of the T23 tracking device is car users. Until April 2012, there were 1,46 million cars in Vietnam (Vietnam register 2013). If Tramigo applies its target of 10% car population to Vietnamese market, this means the company can sell T23 tracking device to 146,000 cars in Vietnam. This may not be a big number compared to other markets with higher number of car, but it should be enough to bring profit for Tramigo as well as their partners in Vietnam.

In addition, the car price in Vietnam is extremely high due to the high tax level and fees on car usage. In estimation, an imported car to Vietnam bears 62% of importation tax, 30% to 50% tax on special goods and 10% Value Added Tax (Vietnamnet 2013). The huge value of a car makes it sensible to purchase a high quality with higher priced tracking device to control and protect this asset. This could be used as a competitive advantage for Tramigo product.

#### **4.1.3 Competitors analysis**

As explained in Method chapter, three most popular competitors of Tramigo in Vietnam will be analyzed in this part. The selected companies are Thiet Bi Dinh Vi; GPS Global GPS and Viet Tech.

All these three companies are providing tracking devices for multiple uses, such as car, motorbike, Taxi, fleet or personal tracking. They offer some similar trackers, for instance TG102, PT302, PT02, PT06 and some other slightly different products. From the information shown on the websites, these companies and their tracker have many similar features with Tramigo T23 tracking device. The main similar features are ability to track the vehicle using GSM/GPS and Google map, speed report, motion and ignition report, fuel consumption report. They also offer some accessories to support the advanced usage of the tracking device, such as microphone to hear surrounding noise, attention button to use in emergency or immobilizer to remotely shut down the vehicle engine.

On the other hand, these competitors offer some features that do not exist in Tramigo T23. The first feature is ability to connect to a camera inside vehicle, taking picture of the situation inside the car then sending it immediately to control center. This feature could be useful in the long distance buses, where bus drivers often take more clients than allowed or in case of theft. Another feature is connectivity to Taxi distance and fee calculator in the car. This feature enables the Taxi manager to detect when the unauthorized drivers stop or change the calculator.

Tramigo products offer many other advanced benefits compared to current Vietnamese competitors. These outstanding profits should be marketed to differentiate the Tramigo brand and products in Vietnam. Firstly, Tramigo product has better design and appearance. Product origin is “Made in Finland”, which brings the feeling of a high quality product, compared to the common Chinese suppliers in Vietnam.



Tramigo T23

vs.



Tracker PT302



Tracker TG102

Moreover, Tramigo offers free software for Android, iPhone, Blackberry, Java based phones, Tablet and computer, while the other competitors only offer one software for computer with fee. In addition that the software usage fee, clients have to pay competitors other annual fee to maintain the service, while Tramigo T23 is totally owned by clients, no monthly fee. Warranty is another competitive advantage of Tramigo, with 24 months warranty versus 12-13 months warranty from competitors. Tramigo Landmarks (TLD) is a vital selling point as it translates difficult-to-understand coordinate into familiar places, for example instead of reporting your car is at 48.8582° N, 2.2945°

E, Tramigo T23 can report that your car is next to Eiffel Tower, Paris, France. This built-in landmark helps customer know the location only with the phone and without Internet connection to Google map. While all other competitors need Internet or 3G/GPRS to connect to Google map and get location, this landmark system clearly set Tramigo apart from other companies.

## **4.2 Target customer analysis**

This chapter analyzes Vietnamese market in terms of consumer habits. It is essential to understand some key characteristics of Vietnamese people in order to provide suitable marketing activities. Mastering these Vietnamese characteristics increase the success in both B-to-C and B-to-B target customer groups. The most relevant traits of Vietnamese consumers, which affect significantly B-to-C sector, are analyzed. Additionally, distinct needs and suggestions for potential B-to-B partners are also provided.

### **4.2.1 B-to-C customer group**

According to a study of McKinsey about Vietnamese market, Vietnamese consumers like others, want products that are good, reliable and enhancing their daily life. The distinctive part of Vietnamese consumers is “how quickly the consumers are moving up the ladder”. (Breu, Salsberg & Ha 2010.) Vietnamese consumers are using more and better quality products due to the reason that living standards in Vietnam are growing.

Vietnamese people are quick to catch up with new trends and technology. The following graphs illustrate this point.

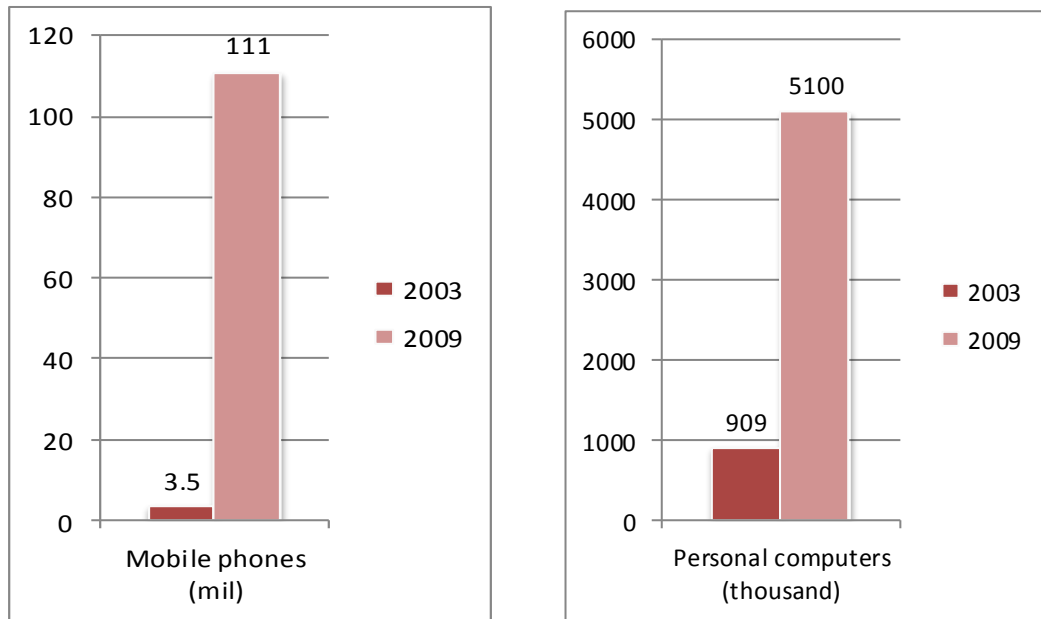


Figure 3. Technology growth in Vietnam (Breu, Salsberg & Ha 2010)

As shown in the graph, within the short period of 6 years from 2003 to 2009, numbers of mobile phones in Vietnam surged up to nearly 32 times, from 3.5 million phones to 111 million phones. The numbers of personal computers rose 6 times, from 909 thousand to 5100 thousand computers. These figures suggest that Vietnamese consumers are very sensitive and willing to adopt new technology.

Selling an advanced technology product, Tramigo may benefit from this characteristic when penetrating Vietnamese market. Getting people to know the product may not be difficult, the question is how to brand and make them accept a higher priced tracking device.

Furthermore, McKinsey's study confirms that Vietnamese consumer are liberate, also highly literal. For example "Go into a grocery store and you will probably see shoppers reading the product labels." This suggests that in order to build a strong brand in Vietnam, the company should keep their promises about the product and "the more concrete the claims, the better." (Breu, Salsberg & Ha 2010.) This fact implies that it total make sense for Tramigo to invest and build a strong brand in Vietnam in order to ap-

peal to customer mind and effectively influence their purchasing decisions. Delivering the brand promises is another important part that Tramigo needs to conduct carefully.

Concerning the channels to reach Vietnamese consumers, TV is the most powerful means. However, as the pace of digital change in emerging markets like Vietnam is rapid and as explained above that Vietnamese people are quick-modern-technology adopter, digital media marketing will be new effective channels. (Breu, Salsberg & Ha 2010.) Understanding this trend, Tramigo branding channels need focus on both traditional and new media channels. These branding channels will be analyzed later in more detail.

The main customer group Tramigo should focus in Vietnam is male car user aged from 25 to 45. These clients are modern men with high education, who are interested in new trend and technology. They also need to have good income to afford the car and the price of Tramigo T23 tracking device. Female car user can also be a client group but this group is not the main focus.

#### **4.2.2 B-to-B customer group**

Tramigo's marketing and selling strategy currently focus strongly on B-to-B sales. Tramigo understands that they do not have enough resources and knowledge to satisfy all new markets, therefore they try to find trusted partners who can help them promote and distribute the product in local markets. These partners with their expertise, experiences and network in local market will significantly increase the success of product penetration. This strategy was clearly stated in Tramigo website as their goal to "create strong partnerships, branding and reseller networks" (Tramigo 2013b).

Based on knowledge of Tramigo's strategy, products and work experience in the company, I have come up with three potential B-to-B customer groups that Tramigo can consider to be their partners or clients in Vietnam.

## ✓ Taxi companies

Tramigo T23 can be marketed to Taxi companies as T23 helps managing the whole taxi fleet much easier, cheaper and more effective. For example, Taxi manager can live-track all active taxi on map with PC, laptop or tablet, detect bad driving habit of driver, such as speeding, unauthorized taxi usage and direct the nearest free taxi to the client. Here is the list of big Taxi companies in Vietnam and their website so that Tramigo can study and contact them to offer T23 solution.

Table 1. Big Taxi companies in Vietnam

No.	Company name	Brief description	Website link
1	<b>Mailinh group</b>	most famous Taxi company in Vietnam	<a href="http://www.mailinh.vn/">http://www.mailinh.vn/</a>
2	<b>Taxi group</b>	various small and big types of taxi	<a href="http://taxigroup.com.vn">http://taxigroup.com.vn</a>
3	<b>Thanh Hung</b>	big taxi for moving service	<a href="http://taxigroup.com.vn">http://taxigroup.com.vn</a>
4	<b>TAXI CP</b>	belongs to Thang Long Ford group, potential partner in various transport fields besides taxi	<a href="http://thanglongford.com.vn/Pages/1476/cty-co-phan-taxi-cp-ha-noi.aspx">http://thanglongford.com.vn/Pages/1476/cty-co-phan-taxi-cp-ha-noi.aspx</a>
5	<b>Vinasun Taxi</b>	biggest Taxi company in Southern Vietnam	<a href="http://www.vinasuntaxi.com/">http://www.vinasuntaxi.com/</a>

## ✓ Transportation service providers

In addition to taxi services, these companies provide transportation service for tourist, long-distance buses or logistics services. Tramigo T23 can help these clients manage and control the whole big expensive fleet. In addition to the similar benefits as for Taxi companies, T23 can offer many other advanced features, such as report of car usages, fuel consumption, emergency call in case of theft or accident, check point alarm notifying vehicles are passing critical places etc. Some big transportation companies appearing to be potential partner for Tramigo are listed below. This list excludes the big

companies that are compulsory to use tracking device according to Vietnamese regulation as they already installed these tracking devices.

Table 2. Transportation service providers in Vietnam

No	Company name	Brief description	Website link
1	<b>Nguyen Ngoc Company</b>	road transportation	<a href="http://www.nguyenngoc.vn/">http://www.nguyenngoc.vn/</a>
2	<b>Cong Vinh Ltd</b>	domestic goods transportation	<a href="http://www.vantaicongvinh.com/">http://www.vantaicongvinh.com/</a>
3	<b>Truong An Transportation</b>	transporting high volume goods	<a href="http://www.vantaihangoa.com.vn/">http://www.vantaihangoa.com.vn/</a>
4	<b>Vantai 24h (Transportation 24h)</b>	transportation and fleet rental services	<a href="http://vantai24h.vn/0300000/gioi-thieu.html">http://vantai24h.vn/0300000/gioi-thieu.html</a>
5	<b>Petro Vietnam Transportation Cooperation</b>	belong to one of the biggest cooperates in Vietnam, mainly deal with sea transportation	<a href="http://www.pvtrans.com/?lang=en">http://www.pvtrans.com/?lang=en</a>

### ✓ Telephone operators

As T23 communicates via SMS and GSM system, clients need to put a sim card into each T23 tracking device. This is a new market for mobile phone network provider as the market for phone is getting saturate. These companies can offer clients with T23 tracking device special types of SIM only enabling SMS communication with better price and service. The current biggest players in Vietnamese phone network providers are as followed.

Table 3. Telephone operators in Vietnam

No.	Company name	Brief description	Website link
1	<b>Viettel Group</b>	biggest operator in Vietnam with 50,7% market share (Viettel 2013)	<a href="http://www.viettel.com.vn/">http://www.viettel.com.vn/</a>

2	<b>Mobilefone</b>	a state company, belongs to VNPT group, first operator in Vietnam	<a href="https://www.mobifone.com.vn/portal/en/">https://www.mobifone.com.vn/portal/en/</a>
3	<b>Vinaphone</b>	a state company, belongs to VNPT group, focusing on new offers and branding	<a href="http://vinaphone.com.vn/locale.do?language=en">http://vinaphone.com.vn/locale.do?language=en</a>
4	<b>Gmobile</b>	a new operator focusing on young people, highly potential as they need new niche market to compete against the above giant competitors	<a href="https://www.mobifone.com.vn/portal/en/">https://www.mobifone.com.vn/portal/en/</a>
5	<b>Vietnam mobile</b>	a new operator with strong advertising budget and searching for new business opportunity	<a href="http://www.vietnamobile.com.vn/">http://www.vietnamobile.com.vn/</a>

### 4.3 Tramigo brand insight

This is one of the most important chapters which presents and analyses results from IQ2. This chapter first introduces and discusses Tramigo Ltd mission, vision and business strategy. They are fundamental factors influencing and deciding how the brand should be. After having firm knowledge about the company as a whole, the Tramigo brand will be analyzed in different meaning levels, namely brand values, benefits, attributes and personalities. Deriving from the combined analysis of Tramigo as a company and as a brand, a concrete and suitable brand message will be developed specifically for Vietnamese market. This brand message will later be promoted via different branding channels.

#### 4.3.1 Company insight

In addition to studying the strategy, mission and vision stated on Tramigo website, five interviews were conducted with five people in different positions of Tramigo. The purpose is to draw a thorough picture of Tramigo Ltd with diversified views. The in-



interviews also aimed at truly understanding how the business strategy, mission and vision are applied in Tramigo's everyday practices.

Tramigo's mission, as clearly stated on the website is "Our mission: to maximize end-user satisfaction and partner profitability" (Tramigo 2013b). However, from two interviews with senior partner and general manager of Tramigo, Mr. Vajanne and Mr. Tallgren, they share the belief that Tramigo's mission is also protecting people's asset, bringing them peace of mind and making tracking device become a familiar everyday-use product. Tramigo vision, as agreed by two above interviewees, is to maintain its leader position in tracking industry and reach 10 to 20 percent of each market's vehicle population. (Vajanne, M. 15 Oct 2013 & Tallgren, T. 16 Oct 2013.)

Being the core values of Tramigo, these mission and vision should be maintained and communicated to partners and clients in Vietnamese market. These statements will be presented in many channels such as Vietnamese local website and Facebook page in Vietnamese. And it is important that these statements reflect correctly the meaning in English, therefore, I suggest that Vietnamese translation of the mission and vision can be translated as follows:

*Tramigo mission: "Tramigo nỗ lực hết sức mình để bảo vệ tài sản và mang lại sự yên tâm cho mọi người. Tramigo muốn trở thành một vật dụng không thể thiếu giúp bạn hàng ngày bảo vệ những điều quan trọng nhất."*

Tramigo vision is translated as:

*"Tramigo mong muốn giữ vững vị thế hàng đầu trong lĩnh vực định vị giám sát và trở thành thương hiệu tiêu dùng toàn cầu. Mục tiêu của chúng tôi là chiếm lĩnh 10-20% tổng lượng xe ở mọi thị trường của Tramigo."*

The translations of important statements are collected in attachment 4. Two Vietnamese students were asked to examine the accuracy of these translations. One student, Ms. My Nguyen, was the technical opponent of this thesis. She was selected as she read

through the whole thesis and understood the issues being discussed. She commented that all Vietnamese translations were good and reflecting correctly their meaning in English. The other examiner, Ms. Trang Nguyen, was marketing student, who was also asked to proof read the thesis earlier. Ms. Nguyen, therefore, was qualified to give evaluation. She knew the content of the thesis and moreover, had marketing knowledge to comment on the words chosen for branding purpose. Ms. Nguyen had no comment on the mission translation. Nevertheless, she suggested some small changes in vision statement. Some of those word choice suggestions were used in the above edited vision translation.

Three interviews with the senior partner, general manager and Asian sales manager were conducted to study Tramigo's business strategy. The answers from Mr. Vajanen, senior partner and Mr. Tallgren, general manager of Tramigo bear many similarities to each other and to the statements made in Tramigo website. This is easy to understand because they are in top management level, who work closely together and often discuss in headquarter. Their answers together with the statement made in website will be demonstrated in the graph below later.

Mr. Prosser, sales manager of Asian-Pacific market, understood the strategy differently. He said that the company strategy is not so clear to him and he thought that the strategy is reaching 5% of vehicle population in each market (Prosser, S. 17 Oct 2013). Mr. Prosser works independently and remotely from office, usually travels to meet clients in local markets, which may explain why he understands the company strategy differently from the way it is stated in website and by two other higher managers. This difference in understanding the company strategy implies that Tramigo strategy is not well communicated to all employees at different levels. This fact may negatively affect the company performance as strategy is vital to every business and all employees must know the strategy in order to perform accordingly and reach the same business goal. The hidden reason may also be that Tramigo strategy was not stated clearly and easy enough for all employees to capture. Therefore, to make sure that the strategy is consistent even when bringing it to another market, I will illustrate Tramigo strategies, tak-

en from the statements from the website and by Mr. Vajanne and Mr. Tallgren in the following graph.

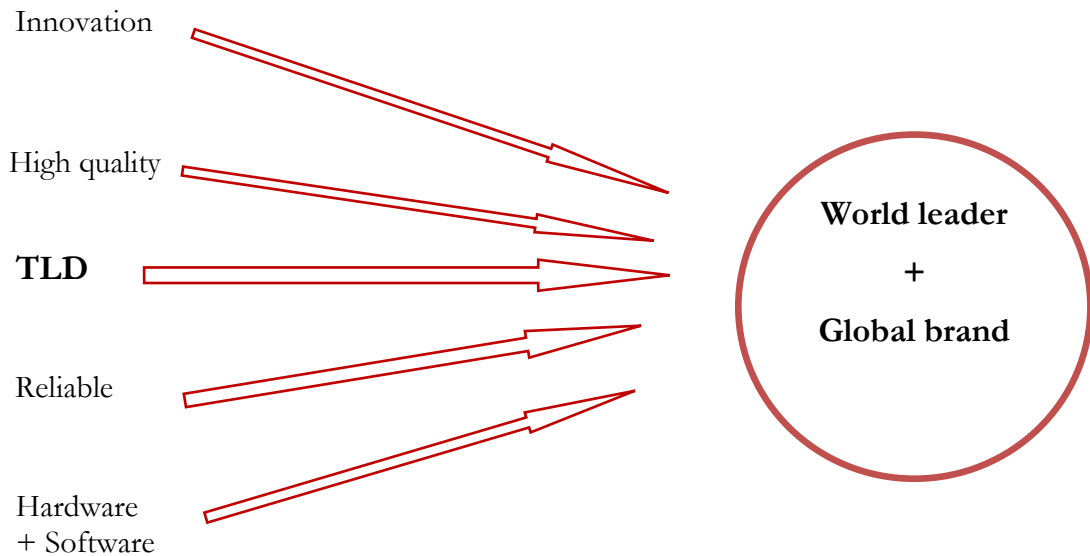


Figure 4. Tramigo business strategy

As can be seen from the figure, the goals of Tramigo are maintaining leader position in tracking industry and becoming a global consumer brand of tracking device. Tramigo wants clients in all the markets it presents recall Tramigo first when they think about tracking device. In order to reach these goals, five main strategies are utilized. Tramigo promises to offer client the innovative, high quality and reliable tracking device. Reliability is crucial for tracking device as it helps people track, control and protect their assets, either vehicles or loved ones. Being an innovative company, Tramigo constantly invests in Research and Development and offers new advanced product generation. Another strategy is developing and offers both the best hardware and software for tracking device. While many competitors just buy the device from suppliers and marketing the products, Tramigo aims for different strategy of building the product themselves and developing supported software free for clients' usage. The main weapon to differentiate Tramigo from competitors is Tramigo Landmark (TLD) with the famous slogan "Tramigo speaks human". Other tracking devices report the vehicle location by coordinate, which is impossible to understand, only works when client has access to internet and see the location on Google map. TLD, on the other hand, was built in

Tramigo device and translates these coordinates into familiar landmarks such as shopping center, cross-sections, church, school etc. For example, the report from Tramigo device will be “My car: at Eiffel Tower, Paris, France”, while reports from competitors would be “Location: 48.8582° N, 2.2945° E”. TLD, therefore, enables clients to master their vehicles whereabouts with only one SMS, no need to get access to Internet or Google map.

I recommend that this graph can be used in Tramigo global website or Vietnam local website and Facebook page to demonstrate the business strategy of Tramigo. Visual graph is most of the time bring more effect, catch attention and easier to remember compared to long paragraphs of text, which are currently seen in Tramigo website.

#### **4.3.2 Brand insight**

This section analyses Tramigo brand in four different levels, brand values, brand benefits, brand attributes and brand personalities.

For Tramigo, brand values are bringing security and peace-of-mind for people by providing the best tracking experiences. The tracking experience is supported by both high quality tracking device and excellent tracking software to make tracking easy and smart. Tramigo truly believes that with their products, clients will always have peace-of-mind and be in control of their assets, where it is vehicle or loved people. These values are highly appreciated in Vietnam. Security and safety for family members are top priority of Vietnamese people. There, it is expected that Tramigo brand values will be promoted by local customers.

An important element of a brand is the benefits it brings to the clients. As advised by Baladi (2011, 156), the number of core benefits should not exceed four, and fewer well-delivered characteristics are better than many that are badly delivered. Thus, Tramigo brand would have three main benefits. Firstly, Tramigo ensures security for client by helping them track, protect and manage their vehicles. Secondly, Tramigo tracking device is very easy to understand with the unique support of Tramigo Landmark TLD, which gives client instant understanding of vehicle location. Finally,

Tramigo tracking device is easy to use, both offline mode via SMS and online mode with Internet connection and Google map. The ability to use the device both online and offline is crucial for Vietnamese market. Because the infrastructure in Vietnam is still under development, online connectivity via GPRS or 3G could be difficult. Therefore, offline communication via SMS is a valuable benefit to the Vietnamese clients.

Concerning brand attributes, the attribute associated with Tramigo brand can be European product, which implies trustworthy and high quality. Another attribute is excellent support with customer-oriented mindset by providing free support software for various usages, such as Android, Black Berry, Java or Windows mobile phone, tablet or personal computer. Economical offer is another great attribute to Tramigo brand, due to the fact that the product is durable and clients do not have to pay monthly fee for using the tracking service. This is a good offer in Vietnam, as people demand long lasting products but they are not willing to pay high price.

Brand personalities are considered as strongest contributor to a brand's emotional dimension. (Baladi 2011, 71.) If Tramigo were a person, it would be described as a European modern tough and caring man. As Tramigo is made in Finland so the company wants clients to associate the brand with European quality, it's a man as tracking device and cars are more of man's interest. This man is modern, who like technology and use modern technology to make life better. Additionally, this man is tough as he wants to manage and control his own assets but also caring as he wants to protect his loved ones. These traits would highly attract Vietnamese buyers as they want to associate themselves with this Tramigo person. Vietnamese people believe everything from Europe is premium. Therefore, Tramigo users in Vietnam would like to be associated as European men.

All brand meaning levels of Tramigo can be illustrated in the following graph.



Figure 5. Tramigo Brand Profile

This graph can help Tramigo's stakeholder, especially employees and customer easily detach the core values establishing Tramig brand. When people think of Tramigo, the first things coming to their mind must be "security and peace-of-mind". The main things to differentiate Tramigo from competitors are Tramigo Landmark TLD and the ability to track both online and offline. All together, Tramigo wants to provide the best tracking experience for clients, by offering high quality product, great services and advanced supporting software.

#### 4.3.3 Brand message in Vietnam

As analyzed above, Tramigo brand consists of many meaning and layers, from core values, benefits, attributes to personalities. These brand promises should all be promoted in any local market, however, depending on different characteristics of each market, the most suitable brand traits should be emphasized more than the others. This point was supported by the senior partner, Mr. Vajanen, in his interview answers. He said that Tramigo is utilizing different branding strategies in different markets, for example in African countries Tramigo is a strong stand-alone brand. However in European market, Tramigo tries to offer co-branding option or cooperate with other big partners, such as Toyota or Deutsche Telekom. As EU is a highly competitive mature

market, partnering with those famous companies will help promoting Tramigo brand faster and better. As for Asian market, Mr. Vajanen said that Tramigo wants to apply similar branding strategy as in Africa due to the fact that these growing markets have many traits in common.

Mr. Prosser, sales manager of Asian market, commented that Tramigo is not yet a brand in his markets, therefore it's important to promote Tramigo brand. He believes that Tramigo has very good product, the vital task now is sending the message out to people. Combining ideas from these two wise interviewees and my understanding of Tramigo brand, a concrete brand message for Vietnamese market would be generated.

Tramigo key brand message in Vietnamese market would be "A Finnish high quality, innovative and smart tracking device". "Made in Finland" is a big selling point of Tramigo in Vietnam as Vietnamese customers associate European product with premium quality and higher price. This message firstly would affirm the quality of Tramigo tracking device and at the same time explaining why Tramio may cost more than other Chinese tracking devices, which are the main offer in Vietnamese market now. In addition, Finland is famous with Nokia, which is still a prestige brand in Vietnam, emphasizing Tramigo is a Finnish product would bring more credit to Tramigo brand. Part of the brand message is "smart tracking device" because it is a smart choice to choose Tramigo due to the various benefits the product can bring to clients. These benefits were explained earlier in competitor analysis and brand insight sections, for example no monthly fee, both online and offline tracking or free software.

The Asian sales manager, Mr. Prosser was consulted about the choice of this brand message. He is the suitable person to evaluate the message as he himself has been marketing T23 tracker in Asian markets. Moreover, Mr. Prosser has considerable knowledge of Asian consumers and their preferences. He basically agreed with the message and claimed that it is important to emphasize this is a Finnish product. He added that many of his clients did not know Tramigo is a Finnish company. Therefore, this brand message needs to be promoted clearly and repeatedly in different channels. The aim is increasing brand awareness and maximizing communicating effect on cli-

ents. The brand message also affects the choice and usage of the communication channels, which will be presented in the next sub-chapter.

#### **4.4 Brand channels**

After developing a concrete brand message for Vietnamese market, choosing the right channels to deliver the message is another vital task. Each of the chosen channels need to have a clear goal and considerable contribution to “the overall communication mix so as to create an effective integrated marketing communications campaign with a consistent message” (Mohr, Sengupta & Slater 2010, 381). There are various channels to promote the brand, however, restricted by the scope of Bachelor thesis, the most popular and fundamental channels will be presented here. The discussed channels include brand name selection, logo, slogan, online channels such as website & Facebook, of-line channels such as TV ads and Corporate Social Responsibilities (CSR) activities. These suggestions can be used as reference when choosing and using other communication channels.

##### **4.4.1 Brand name selection, logo, slogan**

When introducing a new product to a new market, there are many options to brand the product, either to keep the same name as in home market, to change totally the name to suit local language or a combination of both. For Tramigo’s new product in Vietnamese market, I suggest keeping the same brand name “Tramigo T23” due to a number of reasons. Firstly the word “Tramigo” is easy for Vietnamese people to pronounce and remember as Vietnamese is Latin-based language. This word does not have any meaning in Vietnamese, which ensures the name would not mean or imply anything bad or taboo. Moreover, “Tramigo” is a European name, which is catchy for Vietnamese clients who prefer foreign products. A European name makes clients feel superior when they buy the product and may be willing to pay higher price for it, compared to a Vietnamese named product. Another major benefit of keeping the same brand name “Tramigo T23” is the popularity of this name in search engines. As this name is used in all other markets all over the world, when the client searches for the company or product, they can see the global website of Tramigo and many other in-



formation sources about the product, which ensures the creditability and reputation of the brand.

The same rationale is applied for the logo. Tramigo logo should be kept the same in Vietnam. In addition, this logo is in red, which is considered as a positive, powerful and color of victory in Vietnamese culture. Vietnamese flag is also in red, therefore, this would form a good association. The current logo of Tramigo is illustrated below.



Figure 6: Tramigo logo

Regarding slogan, Tramigo has not had any official slogan globally, except for the text often put together with the name as “Tramigo, the best-selling tracking device in the world”, which should not be considered as a company’s slogan. Therefore, it is essential to create a slogan in Vietnamese as a memorable statement representing the brand message and image. Slogan is also an indispensable element in advertising and promotion. I suggest a statement, which can be used as slogan for Tramigo in Vietnamese market. The slogan in Vietnamese is “Binh yen luon ben ban”. This can be translated into English as “Peace-of-mind always by your side”.

#### **4.4.2 Branding Online**

Online marketing has been a strong and main focus of Tramigo. The company understands the importance of promoting the products online in order to reach more clients all over the world. The current online marketing channels of Tramigo are Global website, with links to country websites in local language, web-store page to sell products online, Facebook, Twitter, Youtube channel and LinkedIn. The main online marketing strategy of Tramigo is utilizing Google AdWords, which is a product of Google help-

ing companies to advertise their product based on searched key words. Tramigo has invested constantly in Google AdWords campaigns to actively promote Tramigo products and pull clients to its website. In the interview, the senior partner, Mr. Vajanen stated that one of the reasons why Tramigo has been in the tracking market for more than 10 years and growing considerably is due to the early adoption and utilization of Google AdWords campaign.

All of those channels can be used as online branding channels for Tramigo in Vietnam. In this thesis, I would give suggestions of how to effectively use two main channels, namely local website and Facebook page, to promote Tramigo brand and new product T23. In addition, as Google AdWords is a powerful tool, which should be used in Vietnam, the Vietnamese key words used for this campaign will also be suggested.

Website is an essential channel to communicate and promote the company, its offers and other vital issues to stakeholders. As agreed by Mohr, Sengupta & Slater (2010, 390) “Website visitors must have a meaningful online experience that helps reinforce the company’s value proposition and brand meaning.” Therefore building a website doesn’t simply mean putting the available information online, or in this case, not simply translating the global website from English into Vietnamese to have the local website for Vietnamese market. The local website should not only maintain theme from global website but moreover, closely based on the local branding strategy, communicating the brand message and promoting the brand image to clients. Applying all those understanding, I will use Tramigo global website together with one local website for Nigeria, illustrated below, as the templates and suggest an example of how local Vietnamese website can be.



Figure 7. Tramigo global website

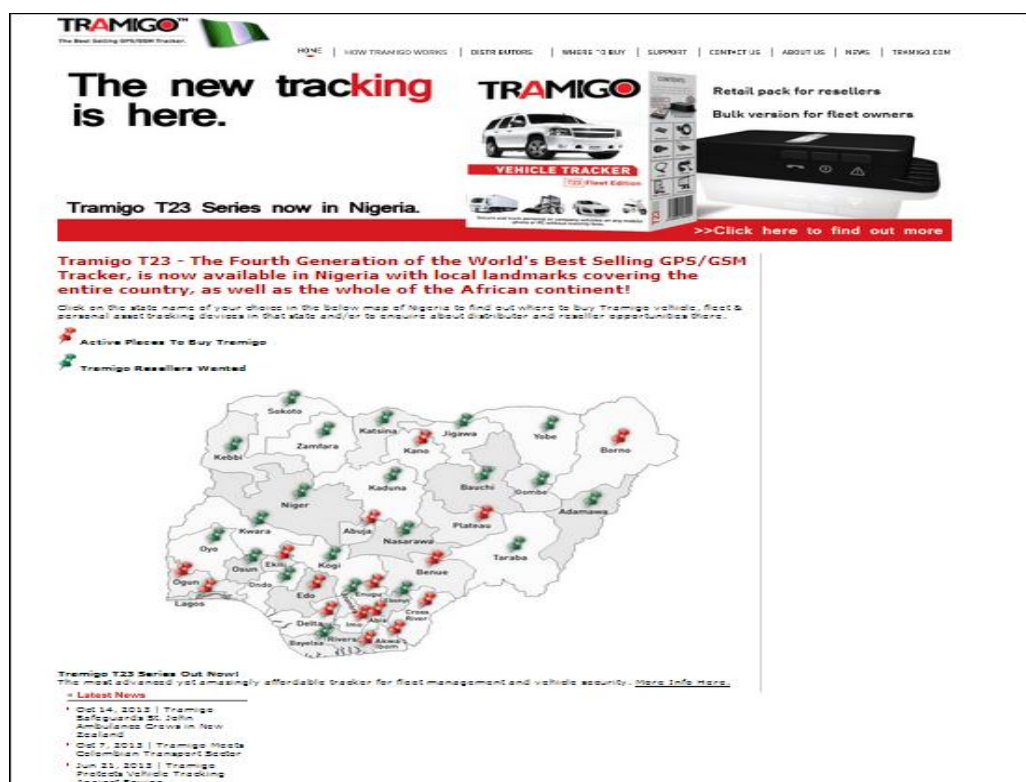


Figure 8. Tramigo website for Nigerian market

These are the home pages, and it is easy to notice that the global home page has more information and appears to be more interesting compared to the local website for Nigeria. The Nigerian home page is good in the sense that it was designed specifically for Nigeria with national flag, map of the states with Tramigo's products and local contact details. Another important point shown in these sites is that red is Tramigo's brand color, which has to be maintained in Vietnamese website. The sample of Vietnamese website is demonstrated below.



Figure 9: Sample Tramigo website for Vietnam

This sample Homepage for Vietnam website is designed in Vietnamese. The theme and structure of the page are kept the same as the global website in order to ensure the consistency of the brand image. Moreover, these are the important information for audiences, such as, in the bottom is different products and services Tramigo offers so clients get the quick ideas of what the company provide; above that is the changing news to update the current status of Tramigo and also bring audience something new every time they visit the site.

Some details were added to suit Vietnamese market and reflect the brand message in Vietnam. Firstly, a big size of Vietnam's map with the national flag was added to the left to raise attention and affirm that this product is tailored for Vietnamese people. Next to the flag is an example of how the SMS report from Tramigo T23 product would be. This message is in Vietnamese with local places in Vietnam as a landmark. The message is translated into English as "Quyen's car: parked, near Hoan Kiem lake, Hanoi, Vietnam. 15:30, 12 Nov 2012."

Differently from the global site, the T23 product together with its sales box were put as center of the page to catch instant attention as this is the main offer to clients. In addition, a Finnish flag and the phrase "Made in Finland" were added next to the product to reinforce that Tramigo is a premium product from Finland. The aim is to reflect the brand message in Vietnamese market that Tramigo T23 is "A Finnish high quality, innovative and smart tracking device". As analyzed before, "made in Finland" is a big selling point for Tramigo in Vietnam. A box of Live chat with the text "Hello, how can Tramigo help you?" is added to the right corner to provide instant assistance for clients. It will be convenient for clients when they visit the site and interested in the products, they can talk to the company right away without any fee for calling or hassle to find contact detail or compose a long email.

Other small but essential icons of LinkedIn and Youtube were added to the end of the page to encourage clients to get in touch with Tramigo in social media. LinkedIn is a widely used network for professional in Vietnam. Youtube is a new channel with Tramigo as the company starts uploading video to introduce and explain about the products. This would be an extremely effective way to communicate Tramigo image to Vietnamese clients as Youtube is used by 73,4% social network user in Vietnam (Ha 2011).

Google AdWords is a powerful tool closely related to website as once the client searches and finds Tramigo online, the link will lead them to Tramigo website. Therefore after building an informative brand-oriented website, the next crucial step is attracting people there and Google AdWords is that bridge connecting clients with the

company's website. In terms of pricing for Google AdWords, there are two main paying models, cost-per-click (CPC) or cost per thousand of people reached (CPM). Choosing the suitable paying method depends on the goal of marketing campaign. For example if the goals are to "develop a database of possible customers and move toward a direct sale, than paying on cost-per-click basis might make more sense, as in paid search." (Mohr, Sengupta & Slater 2010, 383.) Therefore, for Tramigo cost-per-click is the suitable payment basis in Google AdWords because Tramigo is new in Vietnamese market with the first aim to build awareness, gather customer database to later on sell and marketing directly to potential clients.

The key issue in using Google AdWords is choosing the right keywords. These keywords are vital, not only as the costs and popularity of them are different, but also the company website needs to include those chosen keyword in their website. "The company's Webpage should be designed with those keywords in mind by using "tags" in the html, because search engines use these tags to sort and range Web pages" (Mohr, Sengupta & Slater 2010, 384).

After a thorough analysis using a tool named Keyword Planner, provided by Google AdWords, I suggest that Tramigo can use the following keywords for their Google AdWords campaign as well as to include those in Vietnam web page. An example of how the keywords were selected is illustrated in the below figure. This example serves as an instruction if later Tramigo wants to study other keywords.

The screenshot shows the Google AdWords Keyword Planner interface. At the top, there are navigation tabs: Home, Campaigns, Opportunities, Tools and Analysis, Billing, and My account. Below these, the 'Keyword Planner' section is active, showing 'Add ideas to your plan'. The search criteria are: 'Your product or service' is 'thiet bi dinh vi', 'Your landing page' is 'www.tramigo.com', and 'Your product category' is 'Vehicle Parts & Accessories'. On the left, the 'Targeting' section is set to 'Vietnam', with options for 'Vietnamese, English', 'Google and search partners', and 'Negative keywords'. The 'Customize your search' section includes 'Keyword filters' (Avg. monthly searches ≥ 0, Suggested bid ≥ €0.00, Ad impr. share ≥ 0%) and 'Keyword options' (Show broadly related ideas, Hide keywords in my account, Hide keywords in my plan). The main results table shows 'Search terms' with columns for 'Avg. monthly searches', 'Competition', 'Suggested bid', 'Ad impr. share', and 'Add to plan'. The first result is 'thiet bi dinh vi' with 1,900 searches, High competition, and a suggested bid of €0.21. Below this, a table of 'Keyword (by relevance)' shows related terms: 'hop den oto' (480 searches, Medium competition, €0.15 bid), 'gps viet nam' (110 searches, Medium competition, €0.03 bid), 'gps oto' (30 searches, Medium competition, €0.04 bid), and 'map gps' (110 searches, Low competition, €0.04 bid).

Search terms	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
thiet bi dinh vi	1,900	High	€0.21	0%	»

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid	Ad impr. share	Add to plan
hop den oto	480	Medium	€0.15	0%	»
gps viet nam	110	Medium	€0.03	0%	»
gps oto	30	Medium	€0.04	0%	»
map gps	110	Low	€0.04	0%	»

Figure 10. Keyword “Thiet bi dinh vi” with Google AdWords, Keyword Planner

First some information about search criteria and company information are needed for the analysis. As can be seen in the figure, on the left, the target of the search is Vietnam, which means that the results taken from people used Google in Vietnam. This criterion can be broken down to city level in order to study how popular a keyword is used by people living in that particular city, which is useful when Tramigo plans different campaigns with specific city focus. The search language is limited to first Vietnamese, then English. On the top, tracking device is translated as “thiet bi dinh vi”, the landing page (the page appears when client clicks to the link on Google search result page) is Tramigo global website, this should be replaced with Vietnamese website once that page is available.

On the top right, Tramigo tracking device can be classified as car parts and accessories. After putting that information about Tramigo product and company, the tool suggests the most popular or related keywords people in Vietnam use when search for tracking device. Tracking device in Vietnamese “thiet bi dinh vi” is the most popular keyword with 1900 times searched on Google page monthly. The competition for this keyword

is high which means that many other companies are paying for this word. Suggested bid is €0.21, that means based on the money other advertisers are bidding for this keyword, the suggested cost-per-click Tramigo can pay for this word is €0.21. Most of the time, the higher the competition, the more expensive the word is.

The below box shows other relevant keywords to the product. “Hop den oto” (car black box) is a good keyword with 480 times searched monthly and medium competition. Keyword “Hop den GPS” (black box GPS), as shown in attachment 2, is similar to “hop den oto”, the only difference is “gps” instead of “car”, however this word is searched only 40 times monthly, more than 10 times less compared to the former one while the price is not so much difference, namely €0.10 and €0.15. So Tramigo should not use “hop den gps” as a paid keyword, but still can include that to website as there are people use that word to search. Keyword “GPS Vietnam” does not directly related to tracking device, however it is searched up to 110 times monthly with cost-per-click of only €0.03. Thus, Tramigo can consider including this keyword to its Google AdWords campaign since not many direct competitors would use this keyword while the people interested in GPS matter in Vietnam may be appealed to tracking device using GPS in Vietnam. Even though these people may not buy Tramigo tracking device, they will know about Tramigo’s offer, which increases Tramigo brand awareness. Moreover, their visits on Tramigo website will increase the popularity and ranking of Tramigo page in search engines.

Applying that rationale in selecting keywords, the results from figure 10, attachment 2 and 3 are presented in this table as a brief table of what keywords Tramigo should and should not use in its Google AdWords campaign in Vietnam.



Table 4. Keywords to use and not to use in Vietnam Google AdWords campaign

	Keywords	Avg. monthly searches	Competition	Suggested bid
<b>Should use</b>	Thiet bi dinh vi	1,900	High	€0.21
	Thiet bi dinh vi GPS	590	Medium	€0.16
	Giam sat hanh trinh	590	Medium	€0.06
	Hop den oto	480	Medium	€0.15
	Camera oto	140	High	€0.11
	May GPS	140	High	€0.13
	GPS Vietnam	110	Medium	€0.03
	Map GPS	110	Low	€0.04
<b>Should not use</b>	Hop den GPS	40	Low	€0.10
	GPS oto	30	Medium	€0.04
	May do GPS	10	Medium	€0.08

Facebook is another important online brand channel for Tramigo in Vietnam. According to the website SocialTimes.me, which provides daily updated statistics of Facebook for more than 200 countries, there are 20 million active Facebook users in Vietnam. Among these users, about 4.3 million people are between 25 and 35 years old, 2.6 million are male. (SocialTimes 2013.) People belong to this age group, especially male users, are the target customers of Tramigo in Vietnam. It implies that by actively and effectively using Facebook, Tramigo can get access to more than 4 million potential customers.

While website seems to be one-way communication, Facebook is an interactive channel where Tramigo can constantly update the company news, photos, video, links etc and get instant comment from audience. The ultimate goal of Facebook, in my opinion, is engaging stakeholders with the company. In order to maintain the audience's interest to visit the page usually, Tramigo should provide something new and more significantly beneficial for its audiences constantly. Moreover, it is essential to com-

municate consistent brand message and brand image of Tramigo through all the activities on Facebook.

The choice of which photo or video to upload, which information to share, directly reflects the brand image and brand message. Therefore it is vital to keep in mind the brand message of Tramigo in Vietnam (A Finnish high quality, innovative and smart tracking device), this message should also be written in the About page of Tramigo Facebook. The Vietnamese translation of Tramigo brand message can be found in attachment 4. Facebook can be considered as the second website of the company, therefore I would suggest a design of Tramigo Facebook page for Vietnam as followed.



Figure 11. Tramigo Facebook page for Vietnam

The Facebook page keeps many elements from the website, such as “made in Finland”, Vietnam map and example of T23 report in Vietnamese (your car: parked, next to Hoan Kiem lake. Hanoi, Vietnam). All of these elements reflect the brand message of Tramigo in Vietnam as a Finnish high quality, innovative and smart tracking device.

One image of the landmark used in the report, “ho Hoan Kiem”, was placed next to the device to demonstrate that it is very easy to understand the report provided by Tramigo T23, with just one look people know exactly where their vehicle is. In addition, on the right of the cover photo, a promotional sentence was added, accordingly translation is: Tramigo, the world best-selling tracker has come to Vietnam. At the bottom, a short description about Tramigo is composed including some of the keywords suggested in the above table. Adding the chosen keywords here will increase the chance this Facebook page will appear in Google result when people search for tracking device.

In short, no matter what online channel Tramigo uses to promote the brand, it is vital to maintain a consistent brand image and communicate the same message. This repetition of brand image and message will increase the overall communication effect and constantly reminding clients of Tramigo.

#### **4.4.3 Branding Offline**

Offline marketing has been used modestly by Tramigo as the company invests more on online marketing. However, both online and offline channels are important and supporting each other with the same objective of promoting the brand.

In key markets, such as Nigeria and South Africa, the main offline communication channels used by Tramigo are tradeshow. In all markets, marketing materials such as manuals, sales stand or leaflet are provided in local language. TV or radio ads are used by some of Tramigo partners in local market, not by Tramigo itself. However, Mr. Process, Tramigo Asian sales manager, believes that formal advertising on TV or newspaper is always a good way to build the brand. Mr. Process also believes that in Asian market it is very important to build Tramigo brand as Tramigo has good products compared to Chinese providers, the problem is sending that message out to people, creating Tramigo brand image and increasing Tramigo visibility. He suggests that Tramigo can find strong partners in Asia who are willing to invest in massive advertising and Tramigo needs to take risk with them in these investments.

For Vietnamese market, the same offline channels that Tramigo uses elsewhere can be applied. Tradeshow is a good way to meet business clients and accelerate the progression selling cycle after the show (Mohr, Sengupta & Slater 2010, 379). As Tramigo wants to find partner and distributor in Vietnam, it is useful to attend some of the big local car and car accessories trade shows. After researching on Google, I have selected two popular tradeshows that Tramigo can consider attending. The first one is Saigon Autotech & Accessories trade show. This show has been organized for the 9<sup>th</sup> time in October 2013, with the attendance of more than 250 companies and above 100 thousands visitors. Companies in this show offer car, car parts and car accessories. (Saigon Autotech & Accessories 2013.) Another promising tradeshow is Vietnam motor show, which is said to be the biggest car tradeshow in Vietnam with the presence of 15 car companies such as Audi, Ford, BMW and car accessories companies such as Michelin, Motul, Valvoline (Dantri 2013). Attending these trade shows, Tramigo will meet companies and clients who have special interest in car and there is a high possibility that they are interested in Tramigo car tracking device. In addition, this is a good opportunity for Tramigo to gather Vietnamese customer database, meet potential partners operating in car industry and competitors.

Printed marketing material can be used as another offline channel to communicate Tramigo brand and product in Vietnam. Mohr, Sengupta & Slater (2010, 379) assert that “Companies must have brochures or other collateral material of some sort to provide customers with additional information. The material must build on earlier communications with customers and showcase the key benefits of the products in term customer can understand”. For example, Tramigo can provide brochure or leaflet to clients during the tradeshow or after clients visit the website or Facebook and ask for more information. As Tramigo tracking device is an advanced technology product, it is important to use simple expression that is easy for every client to understand. Another important note is the materials have to be in Vietnamese as English is not so widely used in Vietnam. Some examples of Tramigo brochure for Vietnamese market can be found in attachment 1.

A new channel which has not been used by Tramigo is TV, newspaper or Radio advertisement. As suggested by Mr. Prosser, Tramigo Asian sales manager, despite the high cost, these traditional channels are always good to create brand awareness in Asia. Supporting his belief, as mentioned earlier in target customer section, a study by McKinsey affirms that TV is the most powerful way to reach Vietnamese clients (Breu, Salsberg & Ha 2010). Therefore, in order to better promote Tramigo brand in Vietnam, the company should consider investing in or find strong partner in Vietnam who is willing to promote Tramigo brand via TV, newspaper or Radio ads.

#### **4.4.4 Branding via CSR**

Corporate Social Responsibility (CSR) can be used a distinctive means to promote a brand. When used strategically, CSR helps create positive brand associations in key target markets and provide an edge to the company in differentiating itself from competitors (Mohr, Sengupta & Slater 2010, 411). In Vietnam, CSR is a new issue but it gains more and more attention from the society and clients (VnEconomy 2013). Therefore, Tramigo can consider conducting some CSR programs in order to promote Tramigo as a responsible brand in the Vietnamese market. As Tramigo wishes to differentiate itself from other competitors as a Finnish company from a developed country, having visible CSR program could be a sensible choice. It also closely aligns with Tramigo brand mission of bringing security and peace-of-mind to people.

An example CSR program Tramigo can conduct in Vietnam is organizing classes for primary school students to teach them transportation laws and regulations. Vietnam has very high number of traffic accidents and the most common reason is the commuters do not follow the rules and do not drive responsibly. Self-responsibility and obeying the rules when driving should be taught to primary students to create their awareness since they are young. Tramigo can bring the model of how the Finnish education system teaches transportation rule to Finnish people and apply to Vietnamese students with reasonable adaptation. By conducting this CSR program, Tramigo would show that they truly think about the security of Vietnamese society in term of transportation, which is the field they are operating in. It also illustrates Tramigo is making real effort to fulfill its mission in Vietnam.

It is important to communicate the CSR program in all communication channels such as website or Facebook in order to widely promote the program as well as its association with Tramigo brand. An active CSR program is often expensive for long term brand building. Therefore, Tramigo can search support and participation from other partners to share the investment and promote each other in the campaign.

## 5 Discussion & conclusion

This chapter recaps the most important brand guidelines for Tramigo Ltd when marketing the new product T23 in Vietnam. Discussion about the validity, reliability and difficulty when conducting the researches will also be presented. Due to the limitation of this Bachelor thesis, some suggestions for further research to create a better brand guideline for Tramigo in Vietnam will be discussed. This thesis ends with my own reflection on how I develop myself personally and professionally during thesis writing process.

### 5.1 Key findings

Legal issues are one of the very first things Tramigo need to carefully study before promoting T23 tracking device into Vietnamese market. The detailed Vietnamese regulations concerning manufacturing and selling tracking devices can be found in attachment 6. In brief, in terms in technical requirements, Tramigo T23 tracking device needs to have door sensor function and Input-Output connector with 9 pins (DB9-Male DTE). The data taken from T23 tracking device has to be in Vietnamese without diacritic marks, as in ASCII standard. In addition, the software used with T23 needs to offer both Vietnamese and English. Finally the device need to be able to save compulsory initial data input including VIN code, license plate numbers of the vehicle, driver name and driving license number, IMEI number of tracking device and latest firmware update date. It came as a surprise for me to find out that Vietnam has such a detailed regulation particularly addressing manufacturing and selling tracking devices. The reason, I believe, is because for public transportation vehicles in Vietnam, it is compulsory to install tracking device. This regulation leads to the booming of various trackers offered in the market. Therefore, Vietnamese Government had to issue a special regulation to control the quality of this specific product group.

Concerning potential market for car tracking devices in Vietnam, there are 1.46 million cars until April 2012. Tramigo vision is serving 10% of the vehicle population in each market. This means Tramigo could have up to 146,000 clients for car tracking devices in Vietnam. Compared to Vietnamese population of 90 million people (VnExpress

2013), this number of cars is considerably small. However as briefly explained above in potential market chapter, the high tax on buying car in Vietnam limits the number of cars. In addition to that target market, there is a large number of clients with the need to track their children or old parents. Tracking the kids can be exploited as a big market because the traffic conditions in Vietnam are very dangerous especially for kids travelling to school. In Vietnam, these small students do not use mobile phones yet. Therefore, putting a tracker to their backpack can ensure the parent with the location of their kids and reporting them as soon as the children arrive at school or safely at home.

There are many direct competitors of Tramigo offering the same solution for tracking device in Vietnamese market. There are two functions competitors are offering which are not yet available in Tramigo T23 tracking device. They are the additional abilities to connect the tracking device with a camera inside the vehicle or the price-distance calculator in Taxi. These extra functions can be easily added to T23 device with some extra accessories. On the other hand, Tramigo exceeds Vietnamese competitors with many better offers which should be emphasized to differentiate Tramigo brand. These includes better design, made in Finland, free software for mobile phone, table or PC, no monthly fee service, 24 months warranty and ability to track both online and offline. The key point to set Tramigo apart from competitors is Tramigo Landmark, built in the device which enables client to understand easily the location of their vehicle with just one sms. As a Vietnamese, I was happy to find out that such an advanced technology product like tracking device can be so widely and early adopted in a developing country like Vietnam. However, there is a tough competition for Tramigo tracker to gain market in Vietnam.

Understanding the target customer in Vietnam is the next vital task for Tramigo. Tramigo target B-to-C customer group in Vietnam could be male car users from 25 to 45 years old with good income and well-educated. These characteristics ensure that they can afford a car and are willing to purchase a tracking device to protect their assets. Vietnamese customers adopt new technology quickly and increasingly demand products with better quality. They also pay attention to the brand of the product and



the best way to reach them is via TV channels. In terms of B-to-B customer group, taxi companies, transportation service providers or telephone operators can be Tramigo potential partners in Vietnam. Names of the most popular companies operating in those fields were provided earlier in B-to-B customer section.

Before studying a brand, understanding key values of the company behind that brand is essential. Tramigo's values and code of conducts are reflected through their mission, vision and business strategy. Tramigo mission is bringing security, peace-of-mind to people and making tracking device an everyday item protecting their assets. The vision of Tramigo is maintaining the global leader position in tracking industry, becoming a global consumer brand of tracking device and providing tracking device for 10% of vehicle population. In order to have the world leader position and a global consumer brand of tracking device, Tramigo's business strategies focus on innovation, reliability, high quality of the device, ensuring the best hardware and software solutions for the product and using Tramigo Landmark TLD to differentiate Tramigo from competitors.

Tramigo as a brand has four interesting levels to analyze: brand values, benefits, attributes and personality. Regarding the brand values, Tramigo believes in bringing clients security, peace-of-mind and best tracking experiences. These values influence and should be present in all activities of the company. Tramigo brand benefits are ability to track and protect people's assets, offering them easy to use and easy to understand tracking device. The attributes associated with Tramigo brand are European product with high quality, great support service and economically to use. Brand personality of Tramigo can be described as a European modern tough and considerate man. Keeping all those brand elements in mind, a suitable brand message was created particularly for Vietnamese market. Tramigo brand message could be Tramigo brings to Vietnam a Finnish high quality, innovative and smart tracking device. This brand message should be clearly and consistently communicated throughout all brand channels used in Vietnam.

“European” was mentioned in brand personality and “Finnish” was repeated in brand message for a reason. Finland is not a well-known country for Vietnamese people. They may not know where Finland locates in the world map. However, almost all of them know about Europe. Therefore these both words should be used simultaneously to boost each other.

The most interesting part in this brand insight analysis step is imagining and building the personalities for Tramigo brand. This task requires some creativity to think of a technical product in terms of a real person and finding the traits that could match that product characteristic. Choosing the right word to describe the personality was a challenge. The difficulty was choosing between “caring” or “considerate” to go with a tough European man. I prefer “caring” because it brings more emotion however the word seems to be feminine. Therefore, I used “considerate” to describe Tramigo personality. However, this decision was changed after consulting Tramigo Asian sales manager, who knew the brand message, Asian market and at the same time is an English native speaker. He believed that “caring” is a better word to describe a person taking caring of other people. “Considerate” cannot reflect this meaning. After thorough consideration, “caring” was selected as the final word choice.

Brand channel selection can be considered as the most empirical part of this brand guideline. For Tramigo brand in Vietnamese market, the same brand name of “Tramigo” and the same logo should be used to maintain a global brand image and consistency. This can be promoted as no matter which country the clients are from, they still receive the same Tramigo innovative device, same Tramigo high quality and same Tramigo great service. As Tramigo does not have an official slogan, a specific slogan for Vietnamese market was created as “Binh yen luon ben ban”. The equivalent English translation is “Peace-of-mind always by your side”. In my opinion this is a good slogan as it repeats and reflects Tramigo’s brand value also company mission of bringing peace-of-mind to people. Moreover, for Vietnamese people, peace-of-mind and security are some things we always want to pursue, therefore, this slogan would positively stick to Vietnamese clients’ mind.

Concerning the online branding channels, Tramigo Vietnam website and Facebook page are two main communications means which should have the same theme and deliver the same brand message. The suggested design theme and content for these two branding channels were visually illustrated in branding online chapter 4.4.2. In brief, Tramigo brand color of red should be maintained, “Made in Finland” is a big selling point in Vietnam, which should also be repeated in all channels. Additionally, Vietnamese flag and sample report from T23 tracker with Vietnamese landmarks serve as a great proof that Tramigo T23 is made for Vietnamese consumers.

Google AdWords is a powerful tool to direct customer to these branding channels. The suggested keywords for Google AdWords campaign mean tracking device or car tracker. The Vietnamese translations are: Thiet bi dinh vi, thiet bi dinh vi GPS, giam sat hanh trinh, hop den oto, camera oto, may GPS, GPS Vietnam & map GPS. In order to increase the ranking of Vietnam website and Facebook page in Google search result, the paid keywords used in Google AdWords need to be mentioned and put as tag in the website and Facebook.

It sounds simple when the theoretical sources (such as Mohr, Sengupta & Slater 2010) mention how companies should find powerful keywords and engaging those words in their online channels. However, when I conducted some experiments with Keyword planner, I discovered that it is not easy to find the most powerful and suitable keywords as there are many factor affecting the effectiveness of a keyword. Sometimes a misspelled word can be a success as many clients may type it to search engine while no competitors bid for it. The lesson learned is that it requires an expert or experience and lots of trials to develop an effective online branding campaign.

Regarding offline branding, two tradeshows Saigon Autotech & Accessories and Vietnam motor show are the suitable events for Tramigo to meet clients and potential partners in Vietnam as well as to gather customer database for later direct sales. Printed marketing materials such as leaflet or brochure serve as effective ways to provide clients with additional information about the product. These materials may sound simple but when designed carefully with brand-oriented intention, they can communicate the

brand message directly to clients. As used in Vietnam, these materials have to be in Vietnamese with reader-friendly expression. Moreover, formal advertising on TV, newspapers and radio are the powerful branding channels in Vietnam, which should be utilized by Tramigo and its local partners. Additionally, Tramigo can be creative, as innovation is one of its values, by conducting CSR program to strategically brand Tramigo as a high-profile responsible company. Example of CSR program can be organizing classes to teach transportation regulations for primary school students.

## **5.2 Validity and reliability**

In this thesis, theory framework, the research design and research results were supporting each other. The research design closely followed the structure of branding process in theory. It started with understanding local market, local customer, then study the company and finally suggesting suitable branding channels. The research result, therefore, provided practical information to back up the theory. For example, theory emphasize the importance of CSR in branding. Researching CSR trend in Vietnam showed that Vietnamese clients are paying more and more attention to social responsibility of the company. Thus, if Tramigo conducts CSR program, it will be recognized by customers.

The researches for this thesis were conducted to gather primary data from interviews and secondary data from books and Internet sources. Regarding primary research, careful choices have been made during the interviewing process. Firstly, five different people from different managerial levels with different job descriptions have been selected. This selection ensures that the interview results are taken from various perspectives and gives an objective correct picture of Tramigo Ltd. Moreover, the interviews were done as conversations between me and the interviewees so that I can clarify any confusion, make sure that they understand the questions correctly and discuss further the issue if needed. In addition, the questions were not given in advance to interviewees so that they can not search for the answer from the website or ask from others. This ensures that all the answers from interviewees reflect how they themselves actually think about Tramigo mission, vision or strategy. In terms of secondary research from the Internet, I followed the rule that only taking the information from official

and credible sources. When using Google to search, the options were selected based on the most popular results ranked in Google page together with my own knowledge of local market. This is applied, for example, when suggesting the potential B-to-B clients for Tramigo in Vietnam.

Some challenges emerged during the researching process. Translation was the biggest challenge I incurred when searching for the relevant information in Vietnamese. For example “tracking device” is a concrete phrase in English but there are several translations in Vietnamese for that term, which results in multiple searches for each of the possible translation. Sometimes it is the other way around that there is no good translation for an English term, which also hindered the researching process. The availability of information in Vietnamese is another challenge. As the information system in Vietnam is not yet so developed, many topics and information are not studied or published widely on the Internet. For instance, the information about characteristic of Vietnamese consumers was found from a McKinsey study, a foreign source written in English other than Vietnamese sources.

### **5.3 Suggestions for further research**

Because of time and scope limitation, the thesis left some parts open for further research. This paper provides background information for Tramigo or its partners in Vietnam in order to understand Tramigo company, Vietnamese local market, local customer and some suggestion to promote the brand. Some results and ideas can be used instantly, such as Vietnamese brochure, website, Facebook page design and content or keywords for Google AdWords campaign. For further development, a concrete brand guideline as a product-oriented thesis can be created for Tramigo, so that Tramigo can directly offer the guideline handbook to its partner in Vietnam. More detailed researches are encouraged to have deeper knowledge of related matters. These matters cover pricing strategy or branding channels of competitors; suitable TV, Radio channels or newspaper to place Tramigo ads, advertising ideas or questionnaire to potential Vietnamese target customer.

## **5.4 Reflection on professional development**

Researching for the right information and critically evaluating the credibility of the sources are the skills I have practiced and improved during this process. I had the chance to study deeper the professional area I am interested in but was addressed briefly in school. Those specialized topics include brand elements, branding strategy or tools to execute branding strategy. Trying and analyzing Google AdWords to find good keywords was a great experiment, which I can apply in my future work as a marketer. Additionally I have learned to plan, execute, manage and measure a project independently. During the writing process, completing the personal deadlines was a big challenge. This experience taught me to allocate more time budget for a big project and leaving enough time in the end for overall checking.

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## Attachments

### Attachment 1: Brochure of Tramigo T23 in Vietnamese



Version 1.02

## Tramigo T23 Fleet

**Định vị và Bảo vệ phương tiện chuyên nghiệp**

**24 tháng**  
Bảo hành toàn cầu

### Dễ lắp đặt

T23 Fleet dễ dàng lắp đặt cho mọi loại ô tô, xe tải hay phương tiện khác, hoàn toàn ẩn khuất trong xe. Chỉ cần lắp SIM điện thoại và kết nối T23 Fleet với nguồn điện của xe là bạn đã sẵn sàng để định vị phương tiện hay sử dụng các chức năng báo cáo tự động.

### Giám sát và quản lý phương tiện không cần trả cước phí hàng tháng

T23 Fleet báo cáo vị trí của thiết bị tới trung tâm điều khiển hay điện thoại của bạn thông qua GPRS hay SMS. Lái xe có thể sử dụng chức năng âm thanh 2 chiều để gọi trung tâm điều khiển, hay gửi thông tin vị trí xe trong trường hợp khẩn cấp qua nút SOS.

Không hề có bất kỳ cước phí định kỳ nào, người sử dụng chỉ trả phí thông thường cho tin nhắn hay gói thuê bao.

### Giám sát thói quen lái xe và giảm số lượng xăng sử dụng

Phát hiện khi động cơ không hoạt động, tăng tốc hay những hành vi lái xe không hiệu quả khác đồng thời cung cấp số liệu hoàn chỉnh về việc sử dụng xe của lái xe.

### Ngăn chặn các chuyến đi trái phép hay trộm xe

Chỉ cần cài đặt vùng cho phép của phương tiện, bạn sẽ nhận được thông báo khi xe khởi động hay kết thúc chuyến đi và kết nối T23 Fleet với các phụ kiện ngoài để phát hiện khi động cơ khởi động, trộm xăng và hơn thế nữa!

### Giám sát việc sử dụng và tình trạng phương tiện

Dễ dàng cập nhật trung tâm điều khiển với lịch bảo trì xe thông qua đồng hồ công tơ mét của T23 hay theo dõi nhiệt độ động cơ xe hay buồng lạnh với nhiệt kế T23. Bạn còn có thể tạo báo cáo dưới dạng biểu đồ về các số liệu của xe như tổng chuyến đi, khoảng cách đi lại, vận tốc trung bình và hơn thế nữa!

## Tính năng quan trọng của T23 Fleet



Hàng rào địa lý giúp phát hiện việc sử dụng xe trái phép hay sai đường



Nối chuyện với trung tâm điều khiển trong khi lái xe chỉ với 1 nút bấm khẩn cấp.



Báo cáo năng lượng giúp phát hiện khi ác quy bị ngắt hay hoạt động kém



Giám sát chuyển động giúp đảm bảo an toàn khi xe đỗ và tài sản không được canh gác



Nút khẩn cấp nhanh chóng thông báo vị trí xe khi cần trợ giúp



Phát hiện hay dừng việc khởi động xe (tùy chọn)



Báo cáo tốc độ hay tình trạng xe giúp loại trừ thói quen lái xe xấu



Báo cáo định kỳ dựa vào thời gian hay quãng đường di chuyển



Báo động nhàn rỗi giúp phát hiện khi động cơ hoạt động



Cảm ứng nhiệt được gắn liền với thiết bị



Định vị GPS chính xác kết hợp thông tin từ cả GPRS và GSM



Dữ liệu điểm mốc giúp dễ dàng phát hiện vị trí xe kể cả khi không có bản đồ

Tramigo là một công ty vốn tư nhân với trụ sở chính ở Phần Lan và chi nhánh ở Châu Phi, Châu Á, Mỹ Latin và Châu Âu. Tramigo sản xuất thiết bị định vị bán chạy nhất trên thế giới, sử dụng dễ dàng và tiết kiệm cho các nhu cầu đời sống thường ngày cũng như kinh doanh. Tramigo có bán trên toàn thế giới. Để biết thêm thông tin về sản phẩm của Tramigo, hãy ghé thăm [www.tramigo.com](http://www.tramigo.com). Để làm nhà phân phối, bán lẻ hay đối tác, xin hãy email tới [info@tramigo.com](mailto:info@tramigo.com)

## Trọn bộ gói phần mềm giúp quản lý đoàn xe

Tramigo T23 Fleet đi kèm với tất cả các phần mềm bạn cần để giám sát phương tiện qua trung tâm điều khiển hay chỉ từ điện thoại riêng của bạn, không hề mất phí định kỳ hay chi phí giấy phép.

### Phần mềm M1 Fleet Enterprise cho nhiều khách hàng

Hoàn hảo cho đoàn xe lớn hay như nền hệ thống khi giám sát qua công ty cung cấp dịch vụ với mật khẩu truy cập riêng cho nhiều khách hàng, bao gồm cả truy cập qua website.

### M1 Fleet Classic - biến PC thành trung tâm điều khiển độc lập

Giám sát đoàn xe nhỏ trên máy tính cá nhân không cần cài đặt server. Yêu cầu thêm GSM modem.

### Tramigo M1 Move cho điện thoại Android

Tuyệt vời khi giám sát đoàn xe nhỏ chỉ cần qua điện thoại

### Tramigo M1 Move cho điện thoại thông minh

T23 Fleet có thể được cài đặt để gửi những tin nhắn quan trọng từ phương tiện tới thẳng điện thoại của bạn. Hoàn hảo để bảo vệ xe!



## Thông tin kĩ thuật của Tramigo T23 Fleet

### Thông số kĩ thuật

#### Thông số phần cứng

Kích thước: 130 mm x 60 mm x 26 mm  
Trọng lượng: 165 g (có pin), 125g (không có pin)

#### GPS

GPS module dựa trên SIRF III, Navman J3  
Ăng-ten trong, ăng-ten ngoài tùy chọn  
Khởi động lạnh 33s, khởi động nóng 0,5s  
Cường độ tín hiệu khi khởi động nguội - 144 dBm, định vị -159 dBm

#### Cổng

USB - micro USB - đầu ra/đầu vào năng lượng và dữ liệu  
2.5 mm jack - microphone, bộ rãnh tay tùy chọn

#### Nhiệt độ

Vận hành -20 tới +80 C  
Nạp 0 tới +45 C

#### GSM

850/900/1800/1900 Sierra Wireless Wismo 228  
Ăng-ten trong  
Nhiều khe cắm loại 10, cổng B

#### Nguồn

Đầu vào Volt 6 - 27 DC  
Pin dự trữ 3.7V, 1300 mAh, Li-Polymer

#### Âm thanh

Chức năng nghe từ xa  
Quay số nhanh tới 3 số định trước



Tramigo là một công ty vốn tư nhân với trụ sở chính ở Phần Lan và chi nhánh ở Châu Phi, Châu Á, Mỹ Latin và Châu Âu. Tramigo sản xuất thiết bị định vị bán chạy nhất trên thế giới, sử dụng để dàng và tiết kiệm cho các nhu cầu đời sống thường ngày cũng như kinh doanh. Tramigo có bán trên toàn thế giới. Để biết thêm thông tin về sản phẩm của Tramigo, hãy ghé thăm [www.tramigo.com](http://www.tramigo.com). Để làm nhà phân phối, bán lẻ hay đối tác, xin hãy email tới [info@tramigo.com](mailto:info@tramigo.com)

[illegible]

**Attachment 3: Google AdWords for keyword “Giam sat hanh trinh”**

[illegible]

#### **Attachment 4: Vietnamese translation of key statements**

**Tramigo mission:** Tramigo no lúc hết sức mình để bảo vệ tài sản và mang tới sự yên tâm cho mọi người. Tramigo muốn trở thành một vật dụng không thể thiếu giúp bạn hàng ngày bảo vệ những điều quan trọng nhất.

**Tramigo vision:** Tramigo mong muốn giữ vững vị thế hàng đầu trong lĩnh vực dinh dưỡng và trở thành thương hiệu tiêu dùng toàn cầu. Mục tiêu của chúng tôi là chiếm lĩnh 10-20% tổng lượng xe ở mọi thị trường của Tramigo.

**Tramigo slogan:** Bình yên luôn bên bạn

**Tramigo brand message in Vietnam:** Tramigo mang tới cho khách hàng Việt Nam thiết bị dinh dưỡng chất lượng cao, tiên tiến và thông minh đến từ Phan Lan.



## Attachment 5: Technical data of T23 tracker

# Tramigo T23 Fleet Technical Data

### Technical Specifications

#### Hardware Specifications

Size: 130 mm x 60 mm x 26 mm  
Weight: 165 g (with battery), 125g (without battery)

#### GPS

SIRF III based GPS module, Navman J3  
Internal antenna, external optional  
Cold start 33s, hot start 0,5s  
Signal strength cold start -144 dBm, tracking -159 dBm

#### Ports

USB - micro USB - power and data input/output  
2.5 mm jack - microphone, handsfree kit optional  
GPIO - Molex 43045-1200  
GPS - fakra connector

#### Temperature

Operating -20 to +80 C  
Charging 0 to +45 C

#### GSM




850/900/1800/1900 Sierra Wireless Wismo 228  
Internal antenna  
Multi slot class 10, Terminal B

#### Power

Input Voltage 6 - 27 DC  
3.7V, 1300 mAh, Li-Polymer backup battery  
Charging through USB or DC supply input  
Typical power consumption 40-90 mA

#### Audio

Remote listen function  
Speed dialing to 3 pre-programmed numbers



Tramigo is a company of private capital with its headquarters in Finland and subsidiaries in Africa, Asia, Latin America and Europe. Tramigo manufactures the worlds best selling tracking devices that are easy and economical to use in everyday life and business applications. Tramigo products are globally available. For more information about Tramigo tracking products, please visit [www.tramigo.com](http://www.tramigo.com). For distributor, re-seller and partnership opportunities, email [info@tramigo.com](mailto:info@tramigo.com)

## **Attachment 6: Legal regulations about tracking device in Vietnam**

### **Regulation QCVN 31: 2011/BGTVT**

#### **QUY CHUẨN KỸ THUẬT QUỐC GIA VỀ THIẾT BỊ GIÁM SÁT HÀNH TRÌNH CỦA Ô TÔ**

(National technical regulation on automobile tachograph)

##### **1. QUY ĐỊNH CHUNG**

###### **1.1. Phạm vi áp dụng**

Quy chuẩn này quy định các yêu cầu kỹ thuật tối thiểu của thiết bị giám sát hành trình lắp trên các loại xe ô tô thuộc đối tượng quy định trong Nghị định số 91/2009/NĐ-CP ngày 21 tháng 10 năm 2009 của Chính phủ quy định về kinh doanh và điều kiện kinh doanh vận tải bằng xe ô tô.

###### **1.2. Đối tượng áp dụng**

Quy chuẩn này áp dụng đối với tổ chức, cá nhân có liên quan đến sản xuất, lắp ráp, nhập khẩu, phân phối, kiểm tra chứng nhận chất lượng, sử dụng và quản lý thiết bị giám sát hành trình được lắp trên các loại xe thuộc phạm vi áp dụng tại khoản 1.1 nêu trên.

###### **1.3. Giải thích từ ngữ**

Trong Quy chuẩn kỹ thuật này, các từ ngữ dưới đây được hiểu như sau:

- Thiết bị giám sát hành trình (GSHT) là thiết bị điện tử được lắp trên xe ô tô (sau đây gọi tắt là xe), để ghi, lưu trữ và truyền phát các thông tin liên quan đến quá trình vận hành của xe trong một khoảng thời gian nhất định.
- Hành trình của xe: Tuyến đường xe chạy được xác định cụ thể về thời gian, tọa độ của điểm xe đi, đến và các điểm dừng đỗ dọc đường;
- Tốc độ giới hạn: Là tốc độ cho phép lớn nhất đối với từng loại xe, theo tuyến hành trình chạy xe;
- Thời gian lái xe liên tục của người lái xe: Là thời gian người lái xe điều khiển xe chạy liên tục quá 4 giờ, mà không dừng đỗ xe tại chỗ để nghỉ tối thiểu từ 15 phút trở lên.

##### **2. QUY ĐỊNH KỸ THUẬT**



## 2.1. Yêu cầu chung của thiết bị GSHT

### 2.1.1. Kết cấu thiết bị GSHT:

Thiết bị GSHT bao gồm phần cứng (bộ vi xử lý, bộ phận ghi, lưu giữ, truyền phát dữ liệu, đồng hồ đo thời gian thực, bộ phận nhận tín hiệu định vị toàn cầu GPS, bộ phận thu nhận thông tin lái xe, cổng kết nối, bộ phận thông báo trạng thái hoạt động thiết bị, ...) và phần mềm phân tích dữ liệu.

### 2.1.2. Yêu cầu về các thông tin tối thiểu cần ghi, xử lý, lưu giữ và truyền phát của thiết bị GSHT

Thiết bị GSHT phải có tính năng liên tục ghi, lưu giữ và truyền phát qua mạng internet về máy tính của doanh nghiệp để lưu trữ theo quy định các thông tin tối thiểu về quá trình khai thác, vận hành của xe sau đây:

- Thông tin về xe và lái xe;
- Hành trình của xe;
- Tốc độ vận hành của xe;
- Số lần và thời gian dừng, đỗ xe;
- Số lần và thời gian đóng, mở cửa xe;
- Thời gian làm việc của lái xe (bao gồm: thời gian lái xe liên tục của người lái xe và tổng thời gian làm việc trong một ngày của người lái xe).

Ngoài các thông tin tối thiểu nêu trên, tùy theo yêu cầu quản lý của doanh nghiệp vận tải, thiết bị GSHT có thể có thêm các tính năng hỗ trợ quản lý khác.

### 2.1.3. Điều kiện làm việc

Thiết bị GSHT phải nhỏ gọn, có vỏ bọc cứng, đảm bảo trong môi trường làm việc của xe phải hoạt động bình thường, không làm mất hay thay đổi những dữ liệu đã được ghi, lưu trữ trong thiết bị GSHT.

### 2.1.4. Chức năng tự động xác nhận trạng thái hoạt động của thiết bị

Khi bắt đầu hoạt động, thiết bị GSHT phải tiến hành tự kiểm tra và có các tín hiệu thông báo trạng thái hoạt động thiết bị.

### 2.1.5. Cổng kết nối

Thiết bị GSHT phải có ít nhất một cổng kết nối 9 chân theo chuẩn RS 232 (DB9-Male, DTE).

### 2.1.6. Chức năng trao đổi và in dữ liệu thông qua cổng kết nối của thiết bị GSHT

- Phải đảm bảo trích xuất thông qua cổng kết nối để in hoặc sao lưu các dữ liệu thông tin tối thiểu tức thời liên quan trong quá trình khai thác, vận hành của xe quy định tại mục 2.1.2.

- Khi in, sao lưu hoặc truyền dữ liệu, không được thay đổi hoặc xóa bỏ các dữ liệu đã được lưu lại trong bộ nhớ của thiết bị GSHT;

- Phải đảm bảo kết nối với máy in di động cầm tay (loại in kim hoặc in nhiệt) để in ra trực tiếp từ thiết bị GSHT các loại dữ liệu cần in nêu trên theo các chuẩn thống nhất sau đây:

+ Kết nối với máy in di động cầm tay thông qua cổng kết nối RS 232;

+ Xuất ra dữ liệu theo định dạng chuẩn ASCII (dữ liệu thô, tiếng Việt không dấu);

+ Tập lệnh in ESC/POS;

+ Định dạng in: 24 ký tự/dòng;

- Các dữ liệu cần in:

+ Tốc độ tức thời của xe tại 10 thời điểm bất kỳ trong suốt hành trình chạy của xe;

+ Số lần xe chạy vượt quá tốc độ giới hạn và duy trì liên tục 30 giây trong suốt hành trình chạy của xe;

+ Số lần đóng, mở cửa xe trong suốt hành trình chạy của xe;

+ Thời gian làm việc của lái xe (bao gồm: thời gian lái xe liên tục của người lái xe và tổng thời gian làm việc trong một ngày của người lái xe) trong suốt hành trình chạy của xe.

#### 2.1.7. Dung lượng bộ nhớ:

Dung lượng bộ nhớ của thiết bị GSHT phải đảm bảo ghi và lưu giữ các dữ liệu tối thiểu liên quan của xe (quy định tại mục 2.1.2) trong thời gian tối thiểu 30 ngày.

#### 2.1.8. Đồng bộ thời gian GPS:

Khi vận hành, tất cả các số liệu liên quan đến thời gian lưu trữ phải được đồng bộ với thời gian GPS và được hiệu chỉnh theo giờ Việt Nam. Khi mất tín hiệu GPS, phải tự động chuyển sang sử dụng đồng hồ thời gian của thiết bị đã được đồng bộ với đồng hồ GPS trước đó;

#### 2.1.9. Phần mềm phân tích dữ liệu

Phần mềm phân tích dữ liệu của thiết bị GSHT phải đáp ứng các yêu cầu tối thiểu sau đây:

- Phải có khả năng tìm, truy cập, lưu trữ, thống kê, lập bảng, biểu đồ dữ liệu, ... đối với các thông tin tối thiểu liên quan trong quá trình khai thác, vận hành của xe quy định tại mục 2.1.2;
- Phải có các giao diện và kết quả hiển thị bằng tiếng Việt (có dấu hoặc không có dấu) và tiếng Anh;
- Có khả năng cài đặt sử dụng với các hệ điều hành thông dụng;
- Đối với những thông tin nhận dạng của xe và lái xe: (số VIN, biển số xe, tên lái xe và số giấy phép lái xe, ...), hệ thống phần mềm phân tích dữ liệu chỉ có thể truy cập mà không thể thay đổi hoặc xóa bỏ.

#### 2.1.10. Tính an toàn của dữ liệu

- Các dữ liệu được ghi và lưu giữ trong thiết bị GSHT phải đảm bảo không được xóa hoặc thay đổi trong suốt thời gian lưu trữ theo quy định;
- Phải có cơ chế sao lưu dữ liệu, để đảm bảo trong trường hợp thiết bị GSHT bị hư hỏng, dữ liệu lưu trữ trong thiết bị GSHT vẫn được bảo tồn và có thể sử dụng thông qua một thiết bị khác.
- Trường hợp nhập khẩu thiết bị GSHT phải hiệu chỉnh các phần mềm được cài đặt trước trong thiết bị GSHT nhập khẩu, sao cho các dữ liệu quy định tại mục 2.1.2 phải được ghi, lưu giữ và truyền phát phù hợp với các yêu cầu tại mục 2.1.9.

#### 2.1.11. Nguồn điện sử dụng

Thiết bị GSHT sử dụng nguồn điện của xe ô tô. Mức điện áp danh định của thiết bị GSHT phải phù hợp với mức điện áp danh định của xe và có khả năng chịu cấm ngược cực quy định tại bảng 1.

Bảng 1: Điện áp danh định và điện áp thử nghiệm của thiết bị GSHT

Điện áp danh định (V)	Điện áp thử nghiệm cấm ngược cực (V)
12	$14 \pm 0,1$
24	$28 \pm 0,2$
26	$42 \pm 0,2$

Khi thử nghiệm cấm ngược cực với điện áp thử nghiệm quy định tại Bảng 1 trong thời gian 1 phút, bộ phận tự động ngắt nguồn điện phải tự ngắt nguồn điện và sau đó thiết bị GSHT phải làm việc bình thường (các chức năng tự động kiểm tra, ghi, lưu giữ và truyền phát dữ liệu đều phải hoạt động bình thường).

## 2.2. Các yêu cầu kỹ thuật cụ thể của thiết bị GSHT

Yêu cầu kỹ thuật cụ thể đối với các tính năng quy định tại mục 2.1 của thiết bị GSHT, cụ thể như sau:

### 2.2.1. Nhập các dữ liệu ban đầu (thông tin nhận dạng về xe và lái xe)

Thiết bị GSHT phải ghi lại thời gian, địa điểm mỗi lần nhập các dữ liệu ban đầu về xe và lái xe. Thông qua cổng kết nối, hoặc trực tiếp từ các phím thao tác, thiết bị thực hiện việc ghi nhận, lưu giữ và truyền qua mạng về máy tính của Doanh nghiệp các dữ liệu ban đầu sau đây:

- Số nhận dạng của xe (số VIN) và biển số xe;
- Tên lái xe và số giấy phép lái xe;
- Số sê-ri của thiết bị GSHT và ngày hiệu chỉnh gần nhất;

Các thông tin nhận dạng ban đầu về xe và lái xe nêu trên phải được đính kèm vào tất cả các file thông tin lưu trữ tại thiết bị GSHT.

### 2.2.2. Thông tin về thời gian làm việc của lái xe

- Thời gian, toạ độ bắt đầu và kết thúc làm việc của từng lái xe;
- Ghi nhận thời gian lái xe liên tục của người lái xe và tổng thời gian làm việc trong một ngày của người lái xe;
- Phát tín hiệu cảnh báo khi thời gian lái xe liên tục, hoặc tổng thời gian lái xe trong một ngày của người lái xe vượt quá quy định.

### 2.2.3. Thông tin về số lần và thời gian dừng, đỗ xe

Toạ độ, thời điểm và thời gian của mỗi lần dừng, đỗ xe trong suốt hành trình của xe;

### 2.2.4. Thông tin về số lần và thời gian đóng, mở cửa xe

Thông tin về số lần và thời gian đóng, mở cửa xe trong suốt hành trình của xe, bao gồm: toạ độ xe, tốc độ xe, thời điểm, thời gian đóng, mở cửa xe.

### 2.2.5. Thông tin về hành trình của xe

Các thông tin về thời gian, tốc độ, quãng đường chạy, toạ độ của xe từng phút một trong suốt hành trình chạy của xe.

### 2.2.6. Thông tin về tốc độ của xe

- Tốc độ vận hành trung bình mỗi phút của xe tương ứng với thời gian thực trong suốt hành trình chạy của xe;

- Tốc độ xe tức thời từng giây trong suốt hành trình chạy của xe. Thông tin này có thể trích xuất thông qua cổng kết nối trực tiếp của thiết bị GSHT tại các thời điểm bất kỳ trong suốt hành trình chạy của xe;
- Cảnh báo lái xe khi xe chạy quá tốc độ giới hạn và ghi nhận số lần xe chạy quá tốc độ giới hạn trong suốt hành trình chạy của xe;
- Đơn vị tốc độ ghi nhận là km/h; Tốc độ lớn nhất ghi được không nhỏ hơn 150 km/h; Độ chia của thang đo nhỏ hơn hoặc bằng 1 km/h;
- Tốc độ xe xác định thông qua thiết bị GSHT phải đảm bảo không sai lệch quá  $\pm 5$  km/h so với tốc độ thực tế của xe. Độ chính xác của tốc độ xe được kiểm tra khi duy trì tốc độ xe chạy ổn định 60 km/h trên quãng đường bằng phẳng.

### 3. QUY ĐỊNH QUẢN LÝ

#### 3.1. Công bố hợp quy

3.1.1. Các sản phẩm thiết bị GSHT sản xuất, lắp ráp, kinh doanh trong nước và nhập khẩu phải được công bố hợp quy phù hợp với các quy định tại Quy chuẩn này.

3.1.2. Phương thức, trình tự, thủ tục công bố hợp quy thiết bị GSHT thực hiện theo “Quy định về chứng nhận hợp chuẩn, chứng nhận hợp quy và công bố hợp chuẩn, công bố hợp quy” ban hành kèm theo Quyết định số 24/2007/QĐ-BKHCN ngày 28/09/2007 của Bộ Khoa học và Công nghệ và các quy định của pháp luật; áp dụng cụ thể như sau:

- a. Thiết bị GSHT sản xuất, lắp ráp trong nước: Áp dụng theo phương thức 1, Phụ lục II kèm theo Quyết định số 24/2007/QĐ-BKHCN nêu trên. Nội dung kiểm tra thử nghiệm mẫu được thực hiện theo các quy định tại Phần II của Quy chuẩn này;
- b. Thiết bị GSHT nhập khẩu theo lô hàng: Áp dụng theo phương thức 7, Phụ lục II kèm theo Quyết định số 24/2007/QĐ-BKHCN nêu trên. Mẫu kiểm tra thử nghiệm lấy ngẫu nhiên tùy theo lô sản phẩm thiết bị GSHT nhập khẩu, theo quy định như sau:

- Đối với lô thiết bị có số lượng đến 100: 02 mẫu
- Đối với lô thiết bị có số lượng từ trên 100 đến 500: 03 mẫu
- Đối với lô thiết bị có số lượng lớn hơn 500: 05 mẫu

Nội dung kiểm tra thử nghiệm mẫu được thực hiện theo các quy định tại Phần II của Quy chuẩn này. Kết quả thử nghiệm của tất cả các mẫu thử phải đạt yêu cầu. Nếu

một trong các mẫu thử có 1 tiêu chí trở lên không đạt thì sẽ tiến hành lấy mẫu lần 2. Khi kiểm tra lần 2 nếu có từ một mẫu trở lên không đạt yêu cầu thì toàn bộ lô sản phẩm thiết bị GSHT đăng ký kiểm tra đó không đạt yêu cầu và không được đăng ký kiểm tra lại.

Giấy công bố hợp quy đánh giá theo phương thức 7 chỉ có giá trị cho từng lô hàng thiết bị GSHT nhập khẩu (theo các số sê-ri của thiết bị GSHT đã đăng ký).

3.1.3. Tổ chức thử nghiệm đánh giá sự phù hợp với Quy chuẩn này phải có Giấy chứng nhận đăng ký lĩnh vực hoạt động theo quy định tại Thông tư số 08/2009/TT-BKHCN ngày 08 tháng 04 năm 2009 của Bộ Khoa học và Công nghệ và phải được Bộ Giao thông vận tải chỉ định;

3.1.4. Hồ sơ công bố hợp quy phải lưu giữ trong suốt thời gian thiết bị GSHT được lắp đặt và sử dụng trên xe ô tô.

3.2. Yêu cầu về sự phù hợp đối với sản phẩm công nghệ thông tin

Ngoài việc công bố hợp quy theo quy chuẩn này, thiết bị GSHT phải được chứng nhận/công bố phù hợp theo các quy định có liên quan của Bộ Thông tin truyền thông đối với thiết bị thông tin đầu cuối GSM.

3.3. Yêu cầu về ghi nhãn hàng hoá

Nhãn hàng hoá phải được dán, gắn, in, đúc trực tiếp lên hàng hoá và bao bì thương phẩm của hàng hoá ở vị trí dễ đọc và có các thông tin tối thiểu sau đây:

- Tên và số sê-ri hàng hoá;
- Tên và địa chỉ nhà sản xuất/nhập khẩu chịu trách nhiệm về chất lượng hàng hoá;
- Xuất xứ hàng hoá;
- Dấu công bố hợp quy;
- Thời hạn bảo hành;

3.4. Tổ chức thực hiện

3.4.1. Trách nhiệm của các tổ chức, cá nhân:

a. Tổ chức, cá nhân sản xuất, lắp ráp và nhập khẩu các thiết bị GSHT có trách nhiệm:

- Đảm bảo chất lượng sản phẩm theo các quy định có liên quan của Luật Chất lượng sản phẩm, hàng hoá;
- Công bố hợp quy theo các quy định tại Quy chuẩn này;

- Đăng ký công bố hợp quy theo Quyết định số 24/2007/QĐ-BKHCN ngày 28/09/2007 của Bộ Khoa học và Công nghệ;
  - Chỉ được đưa vào kinh doanh các sản phẩm thiết bị GSHT và lắp đặt trên các phương tiện vận tải sau khi được Bộ Giao thông vận tải xác nhận hoàn tất việc đăng ký công bố hợp quy, có dấu hợp quy và đảm bảo các yêu cầu về ghi nhãn phù hợp.
  - Cung cấp dịch vụ bảo hành, chịu trách nhiệm về chất lượng sản phẩm và đảm bảo việc vận hành, bảo trì thiết bị GSHT lắp trên các xe ô tô trong quá trình khai thác, vận hành xe;
- b. Tổ chức thử nghiệm đánh giá sự phù hợp của thiết bị GSHT chịu trách nhiệm theo Điều 20 của Luật Chất lượng sản phẩm, hàng hoá và các quy định pháp luật khác có liên quan;
- c. Tổ chức, cá nhân quản lý phương tiện vận tải có lắp thiết bị GSHT
- Chỉ được lắp đặt và sử dụng các sản phẩm thiết bị GSHT có gắn dấu hợp quy và có nhãn hàng hoá phù hợp;
  - Chịu trách nhiệm đảm bảo duy trì liên tục trạng thái hoạt động của thiết bị GSHT khi khai thác, vận hành các phương tiện vận tải do mình quản lý theo quy định;

#### 2.4.2. Quản lý, kiểm tra, xử lý vi phạm

- Vụ Khoa học - Công nghệ Bộ Giao thông vận tải là cơ quan đầu mối chịu trách nhiệm quản lý chất lượng sản phẩm và kiểm tra việc công bố hợp quy thiết bị GSHT theo Quy chuẩn này và các quy định hiện hành có liên quan khác;
- Tổ chức, cá nhân vi phạm các quy định về công bố, đăng ký hợp quy, tùy theo tính chất, mức độ vi phạm sẽ bị xử lý theo quy định của pháp luật.

#### 3.5. Văn bản áp dụng

Trong trường hợp các tiêu chuẩn, quy chuẩn và quy định pháp luật được viện dẫn trong Quy chuẩn này có sự thay đổi, bổ sung hoặc thay thế thì áp dụng theo các văn bản mới./